



## JerseyNaps® Signs Exclusive Sponsorship of Minor League Baseball Promotional Seminar™ Function

*Innovative new product to debut to trade at America's Oldest Baseball Park.*

ASHLAND, WI (July 12, 2007) - JerseyNaps® announced today an exclusive sponsorship of the Rickwood Field Cocktail Reception during the 2007 Minor League Baseball Promotional Seminar™, allowing the company to debut to the baseball trade at the Oldest Baseball Park in the United States.

For 27 years, the Minor League Baseball Promotional Seminar has been providing baseball executives with the unique opportunity to come together for a weekend of idea-sharing and brainstorming. Representatives from various teams and leagues share promotional and marketing strategies, all with the goal of determining and implementing best practices. This year's event will be held September 26-28 in Birmingham, Alabama.



Establishing a dynamic new product category, JerseyNaps® are high-quality napkins folded in a patented design to replicate a sports jersey, entertainment character, brand icon, or seasonal costume. And they are made in the USA at a new state-of-the-art manufacturing facility located in northern Wisconsin.

“Because the JerseyNaps design translates so beautifully into a baseball jersey, we envision numerous baseball teams using JerseyNaps for their game day giveaways, to enhance their hospitality environments, to support their sponsors and as a profitable retail item.” said JerseyNaps® Chief Marketing Officer Will Katz. “And exclusively producing a product made in the U.S.A., we feel particularly privileged to unveil JerseyNaps® to the leading minds in baseball at Rickwood Field, America's Oldest Baseball Park.”



With JerseyNaps' unique qualities of being entertaining, relevant and practical, they will replace all linen and paper napkins used for the Rickwood Field Cocktail Reception, presented by JerseyNaps, as well as at other food & beverage functions during the promotional seminar. JerseyNaps will also be on display in the promotional seminar's accompanying Trade Show.

### About JerseyNaps®

JerseyNaps are a patented item exclusively from ThemeNaps LLC, headquartered in Ashland, Wisconsin and with a sales, marketing & licensing office in Atlanta, Georgia. JerseyNaps are made in the U.S.A. in a state-of-the-art manufacturing facility and they feature combined/embossed 2-ply tissue and latest technology in flexographic, food-grade printing. JerseyNaps are protected by U.S. Patents U.S. Numbers D487,370, D486,026, D482,922, and D472,093 under exclusive patent license agreements from Foogi LTD. For more information, please visit the Company's website at [www.JerseyNaps.com](http://www.JerseyNaps.com)