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**JERSEYNAPS® DESIGNATED “STARTER” FOR
MAJOR LEAGUE BASEBALL® ALL-STAR GAME**
*Luxury Napkin Company Unveils MLB Product
at Official All-Star Gala and Pre-Game Celebration*

ATLANTA (July 7, 2008) – JerseyNaps, a Wisconsin-based company producing high quality napkins folded into a patented shape that replicates a sports jersey, is providing more than 100,000 custom All-Star Game napkins to Major League Baseball (MLB) Special Events during All-Star Week in New York from July 11 to July 15. MLB All-Star Game JerseyNaps are a custom design created for use at the "Official All-Star Gala" and "Pre-Game Celebration" and will be used at these functions as part of the decor, as a collectible keepsake, and of course, at the food and beverage stations as a napkin.

“JerseyNaps are innovative, green-friendly and made in the U.S.A., all valuable as we select our partners for the All-Star Game,” says Eileen Buser, Director of Special Events for Major League Baseball. “Commemorating the final season in Yankee Stadium is of historic importance to us, and JerseyNaps complements our efforts with a creative piece that is both functional for our All-Star Week festivities and suitable as a commemorative.”

The All-Star Game JerseyNaps feature design elements, including the famed pinstripes, from the uniform of the New York Yankees, this year's host team. The primary logo on the napkin is the Official All-Star Game logo, featuring the bridge from Yankee Stadium which is in its last year of existence. The inside of the napkin incorporates the official logos of the events that make up MLB All-Star Week: DHL All-Star FanFest, Taco Bell All-Star Sunday, XM Radio All-Star Futures Game, Taco Bell All-Star Legends & Celebrity Softball Game, Gatorade All-Star Workout Day, and State Farm Home Run Derby.

(more)

JerseyNaps at All-Star Game/ add one

Additionally, MLB Team JerseyNaps, which will soon be available for purchase, will be unveiled during this momentous week and will debut in the VIP gift bags given to 5,000 of MLB's most important guests. The first eight MLB team jerseys that will be replicated for JerseyNaps are the New York Yankees, Boston Red Sox, Cleveland Indians, Oakland A's, Chicago Cubs, St. Louis Cardinals, Los Angeles Dodgers and New York Mets.

"As a company, we feel very fortunate to have built a partnership with Major League Baseball and look forward to launching our collaboration during such a celebrated occasion," says Will Katz, JerseyNaps' Chief Marketing Officer. "It is the perfect way for us to show our support for MLB while also generating excitement for new product designs."

About JerseyNaps:

JerseyNaps® are high-quality napkins folded into a patented shape that replicates a sports jersey, entertainment character, brand icon, seasonal costume or life event design. Created at a state-of-the-art manufacturing facility located in northern Wisconsin and utilizing proprietary technology to combine and emboss two-ply tissue, JerseyNaps are produced on custom designed machinery engineered and built by C.G. Bretting Manufacturing, recognized globally as the leader in the manufacture of paper converting equipment. Made with "green-friendly" 100% recycled tissue paper and printed with safe food grade inks, JerseyNaps come folded to 6.5" tall, and unfold to a regular napkin revealing more fun stuff to see inside. Plus, they can stand up for decorating purposes, making them the perfect tool for spicing up the next party or tailgating event. JerseyNaps are available for purchase online or at select retailers. For more information, visit www.jerseynaps.com.

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