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BALFOUR AWARDED PRESTIGIOUS “BENNY” IN INTERNATIONAL PRINT COMPETITION

Balfour, a leading provider of yearbooks, class jewelry and school recognition products received nine 2012 Premier Print Awards, including a prestigious “Benny,” for printing excellence from the Printing Industries of America.

(AUSTIN, TEXAS; NOVEMBER 6, 2012): Balfour received top honors, the coveted Benny Statue, for Best of Category in Book Jackets for its heat sensitive book jacket created for The Hockaday School. This award recognizes the highest quality printed pieces and only the most worthy piece in each category receives the honor. The Benny, representing printing pioneer Benjamin Franklin, has become a universally recognized symbol for excellence in printing. This was one of nine awards Balfour received in the annual international print competition.

For more than 60 years, this prestigious competition, hosted by Printing Industries of America, recognizes the highest quality in printing. Only companies who demonstrate a unique ability to create visual masterpieces are recognized.

“Balfour is always looking for new ways to bring excitement to the yearbook experience. Heat sensitive book jackets deliver the innovation and quality that we are committed to providing to our customers,” said Gary Thompson, Balfour’s Director of Finishing. “Balfour prides itself on enriching the traditional yearbook and delivering those special memories to a new generation of yearbook customers in new and creative ways.”

Balfour was also recognized with an Award of Recognition in the Other Special Finishing Techniques category for its beautifully produced, tactile yearbook cover, produced with a multi-process. This cover was created for Mansfield Legacy High School’s *The Arena 2012* yearbook.

In addition, Balfour earned seven Certificates of Merit for yearbooks that achieved an extremely high level of quality in printing and design. Recognition was bestowed in the

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Other Special Finishing Techniques category for Douglas MacArthur High School's 2012 *Brahma* yearbook cover and Vista Ridge High School's 2012 *Lonestar* yearbook cover.

For Foil Stamping & Embossing/Debossing awards were granted to Balfour yearbook covers produced for Hebron High School's 2012 *The Talon* and The Lawrenceville School's 2012 *Olla Podrida*. The Hockaday School's 2012 Heat Sensitive Book Jacket was also recognized in the Specialty Inks or Coatings, Fragrances or "Invisible" Printing Inks category. Balfour's yearbook for Klein Oak High School's 2012 *The Oak* was recognized in the 3-D, Diecuts, Pop-ups, Unique Folds & Involvement Devices category. Shawnee Mission North High School's 2012 *Indian* yearbook received a merit award in the School Yearbooks category.

We are honored to provide this level of design, printing, creativity and technology for our customers," said Don Percenti, Executive Vice President of Sales & Marketing for American Achievement Corporation, Balfour's parent company. "Staying on trend and printing quality yearbooks is not only important, it's critical. And that's what Balfour does."

The Premier Print Awards is the largest and most well-respected competition of its kind in the printing industry. In its 63rd year, the annual contest recognizes excellence in print communications and rewards companies who produce the very best in print media.

About Balfour

Balfour is a premier provider of school spirit and recognition products for students, military personnel and professional sports teams nationwide. Headquartered in Austin, Texas, Balfour has sold class rings, yearbooks, graduation products, varsity letter jackets, athletic championship (professional and amateur), military products, and affinity jewelry for nearly 100 years. Balfour is owned by Commemorative Brands Inc., a company of American Achievement Corporation (AAC). AAC is a portfolio company of Fenway Partners.

About Fenway Partners

Fenway Partners is a middle market private equity firm based in New York with approximately \$1.6 billion under management. Fenway invests in profitable businesses with significant upside potential. Fenway companies typically have leading franchises and operate in two core industry segments: branded consumer products and transportation/logistics. Fenway's current portfolio includes: 1-800- CONTACTS (the leading direct-to-consumer distributor of contact lenses); American Achievement Corporation; Coach America (largest operator of motor coach buses); Easton Bell Sports (performance sporting goods); Fastfrate (Canadian-based logistics services); Panther Expedited Services (expedited ground and air solutions); Preferred Freezer (operator of public warehouses); and RoadLink (intermodal logistics), among others.

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