

Ink blue makes a comeback as fountain pens are in again! **Lifestyle made by Herlitz: School fountain pen my.pen**

Herlitz my.pen has been the lifestyle product in student's pencil cases since it hit the shelves in February 2009. Its stylish design, six trendy colour combinations and unique functionality make the innovative fountain pen a must-have for the school year. The my.pen offers a completely new writing experience, both inspiring exquisite handwriting and helping you bring your daydream creations to life.

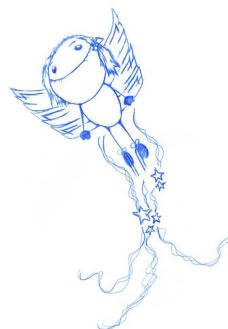
Berlin, 5th of November 2009 – Herlitz's innovative my.pen is responsible for starting a mini revolution in the school fountain pen segment this year: The fountain pen is in again! With its stylish shape, six trendy colour variations and strong fashion statement, the unique fountain pen captures the imaginations of teenagers. Whether cool white, bright pink, neon green, deep blue or the classic black and white combination, everyone is guaranteed to find the pen to suit their style.

The my.pen doesn't just look great, it also sets new standards for fountain pens thanks to its slender, elegant shaft, ergonomic grip, high-quality iridium nib and unique ink-flow system. No comparable fountain pen writes as quickly or reliably as the my.pen. No rasping, blotting, drying or bleeding – the my.pen offers a ground-breaking writing experience for both right and left handers. And that makes mothers and teachers happy too, as cool pens go a long way towards promoting good handwriting.

But school work is just the tip of the iceberg for the my.pen – once the serious work is finished, the Herlitz fountain pen is perfect for letting your imagination run wild with some doodling! The my.pen lets you scribble your boredom away. Whether cute drawings for your sweetheart, wild smiley faces, fanciful creations or comics, the my.pen makes all kinds of doodles and scribbles possible.

The my.pen is also a must-have for the coming school year. Additional innovative products will be added to the my.pen family in 2010 – providing even more "cool" for school.

Additional information is available at: www.herlitz.de



About Herlitz

Herlitz (Paper, Office Supplies and Stationery) AG, is headquartered in Berlin and is one of Europe's leading manufacturers of quality products in paper, office and stationery (POS) as well as papetery. The company includes the **brands** "Herlitz", "Falken" and "Susy Card". The Herlitz range comprises a total of approximately 15,000 articles from pencil sharpeners to drawing pads. Current product innovations include the premium folder OneTip and the my.pen fountain pen. The idea of sustainability is Herlitz's identity. Standard and licensed notebooks from the product range have the FSC seal, which is a certification of the **Forest Stewardship Council (FSC)** wood products from sustainably managed forests. Other articles, such as products from the Green Design Series are 100% recyclable and marked with the environmental label Blue Angel, which is the label for environmentally tested and high quality products. Furthermore, Herlitz takes the social responsibility initiative with the **BildungsCent** incorporated society. The non-profit association is committed nationwide to the long-term promotion of the teaching and learning culture in Germany. **The international branded goods company** with more than a 100 year history today is positioned with eleven subsidiaries. In addition to production sites in Brandenburg Herlitz also manufactures in Poland, Romania and Britain. The products are delivered from there to almost all countries of the world. The Herlitz Group in Germany includes the Herlitz AG, Herlitz PBS (Paper, Office Supplies and Stationery) AG, Falken Office Products, the supply chain service providers eCom Logistics, and the IT service providers Mercoline.

Herlitz: **www.herlitz.eu**.

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