



Press Release from ESSELTE AB

November 15, 1999

Esselte and Online Office Supplies Company Sign Global Marketing Agreement

Esselte, the world's leading supplier of office supplies has entered into a global marketing agreement with Online Office Supplies Company (OOSC), owners and operators of the award-winning onlineofficesupplies.com, a Web-based office supplies superstore, under which both parties will work towards enhanced brand awareness and increased sales.

According to the agreement, OOSC will promote, present and sell the full range of office and computer products offered by Esselte, including the Pendaflex, Oxford, Curtis, and Dymo brands. The agreement represents Esselte's commitment to e-commerce and a major expansion of OOSC's marketing efforts. Under the terms of the agreement, OOSC has agreed to aggressively promote Esselte's core products and to help launch new Esselte products online. In turn, Esselte will promote its product line and sponsor certain product categories on the OOSC web site.

"Internet commerce is a cornerstone of Esselte's global marketing and sales strategy," said Magnus Nicolin, Executive Vice President Global Marketing. OOSC is setting a new standard in well-designed e-commerce infrastructure. "Working with OOSC will provide us access to a new dynamic customer base and help us in our efforts to derive an increasing portion of our sales from the web."

"Esselte's products are top quality and for us to be able to offer our customers access to the best products in the world at competitive prices, serves our business model very well," said Paula Jagemann, President and CEO of OOSC. "We are adding a tremendous number of new products to onlineofficesupplies.com and our private label web site partners with this partnership and will continue to showcase the very best in office products for our customers."

Esselte is the leading provider of office supplies world-wide. A global group with annual sales exceeding 11bn SEK, subsidiaries in 31 countries, selling office products in over 100 countries and employing 7,400 people.

The group has five important business areas: Filing and Document Management; Identification Labeling; Desktop Organization; Computer Products and Presentation Solutions. Esselte brings innovation, efficiency and style to the way people work in the office and at home. Our principal brands are: Dymo; Pendaflex; Leitz and Curtis.

Esselte AB is listed on the Stockholm and London stock exchanges. To learn more about Esselte, visit our website at www.esselte.com.

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