

Press Release from ESSELTE AB

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Esselte to produce AOL-branded computer accessories through Curtis

Esselte, the worlds leading supplier of office supplies, including computer accessories, announced today it has entered into a licensing agreement with America Online, Inc., the world's leader in interactive services, under which Esselte will produce a line of AOL-branded computer accessories from its Curtis operation.

The new Curtis line, which will include products with the AOL brand and logo, will hit stores during the 4th quarter of this year. The line will feature high quality accessories including power protection, media storage, ergonomic products, cables, notebook bags and more.

"Items bearing the AOL brand will perfectly complement the lineup of products by Esselte, known for its worldwide brands of office supplies including Dymo, Curtis, Pendaflex and Leitz", said Rick Tremmel, Esselte's Vice President, Computer Products. "AOL has been extremely effective in marketing their brand over the years and this deal confirms their commitment to expanding their reach even further," Tremmel continued.

"The America Online agreement is an important step for us in building better customer access to the Esselte product lines on the web and in retail", said Magnus Nicolin, Executive Vice President Global Marketing. "We are delighted to be working with the #1 interactive service".

Jan Brandt, AOL's President of Marketing, said, "We are pleased to be working with Esselte to include the AOL brand on a variety of Curtis computer accessories. We think our members nationwide will appreciate the availability of high-quality products that Curtis offers".

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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