

FOR IMMEDIATE RELEASE

Media contact:
Jennifer Slaughter, iota
jennifer@everyiota.com
970.927.1033 ext 206

Iota's New Kitchen Collection, Eco-Friendly Tote Bags and Boxed Notecards Reveal Some Sizzle for Summer

New Products Debut at the National Stationery Show
Booth #2849-2851



April 23, 2009 (Basalt, Colo.) — Iota, a division of C.R. Gibson, introduces the new Joan's Geraniums kitchen collection with coordinating organizational items, new iotaTOTE® carrying bags made from sustainable fibers, and two new thank you boxed note sets. Iota's product introductions for summer offer fresh, bold stationery and gifting essentials in tune with current market trends. In today's economic environment, retailers are challenged to offer consumers products that focus on home life, connecting with one another and making environmentally friendly choices. **All new products will be on display at the National Stationery Show in New York, May 17-20, 2009, in booth number #2849 -2851.**

Joan's Geraniums Kitchen Collection + Organizational Items

Building on the demand for Joan's Geraniums gift wrap and boxed note sets, the vibrant floral pattern now adorns a broad collection of kitchen and organizational items: an adult-sized 100% Kona® cotton apron, pocket page recipe book, recipe file box, magnetic shopping list pads, 4"x6" recipe cards as well as a refillable address book and handy pocket organizers. All items in the collection merchandise together.

iotaTOTES®

A brand new product category for iota, eco-friendly iotaTOTES® are made from juco (a 50% jute, 50% cotton mix) and feature long, wide handles for flexible, comfortable carrying either over the shoulder or across the chest. The stylish bags are large enough for a day at the beach, just right for carrying groceries and small enough for everyday use. IotaTOTES® are available in three popular iota patterns, Bullseye, Beach Towel and Joan's Geraniums.

Thank You Boxed Notes

Two new assortments, 36 Flavours and A Feast of Colour, each feature 15 thank you notecards (5 each of 3 card designs) and colorfully lined envelopes in a keepsake box. Ideal for recent grads and thank yous of all kinds.

Iota's wholesale summer supplement will be available at the National Stationery Show and online at www.crgibsondealer.com in mid-May. Full pricing and order information is available by request at C.R. Gibson Customer Service 800.243.6004. Iota is also represented nationally by One Coast/National Division One. For more information about iota, please visit www.everyiota.com.

Founded in 2003 by designer Kelly Alford, iota is named after the ninth letter of the Greek alphabet for its simple, yet powerful character. Distinguished by inventive and playful designs, bold colors and affordable price points, iota stationery and gifting essentials can be found in over 1,600 stores throughout the U.S. and Canada. Iota licenses its popular patterns on textiles, leather and other retail goods. For more information on iota's products and licensing opportunities, please call 970.927.1033 or visit www.everyiota.com. Iota is a division of C.R. Gibson.

iōta