

For Immediate Release



S E A S T O N E

Seastone Chosen as Peanuts Licensee for Gift Card Packaging

Company adds new retail customers and patent on fast track to lead \$300 million gift card package category

PROVO, Utah, May 29, 2007 – Seastone today announced an extensive license agreement with United Media for the use of Peanuts by Charles M. Schulz. Terms of the agreement call for Seastone to design, manufacture and distribute innovative Peanuts branded gift card packages for a wide array of major retailers including Wal-Mart. The company has also added several national drug chains, apparel chains, and department stores, such as Bon-Ton and Stage Stores to its growing list of large retailers investing in holiday and year-round gift card promotions in 2007.

“Partnering Peanuts with Seastone, a leader in the gift card packaging arena, makes strategic sense as we respond to customer demand in this fast growing product category,” said Helen Bransfield, Licensing Director at United Media.

The timing of this news comes during the ramp up for 2007 holiday gift card packaging, which extends through mid-year. With more than 50 million units shipped in 2006, Seastone has established a track record for delivering compelling design, on-time delivery and consumer value. Seastone is offering special holiday pricing to major retailers through June.

“Though it seems early, retailers are already in full swing preparing for the holiday gift giving season,” said Phil Rist, retail analyst at [BIGresearch](#). “Gift card sales are expected to reach \$97 billion in 2007, and companies like Seastone are helping retailers reach that potential.”

In addition, a newly granted patent marks the rapid rise of Seastone as the leader in gift card packaging. With multiple patents in process pertaining to the gift card package category, the United States Patent and Trademark Office recently awarded patent claims to Seastone related to the use of tin as packaging for gift cards and stored value cards. Seastone’s growth is further fueled by its broad offering of packaging materials, including paper, plastic, tin, and wood, among others.

“These patents are important for Seastone and its customers,” said Eric Child, Seastone President. “Our innovative offerings are not only being recognized by patent awards, but large retailers are also looking to Seastone to meet their comprehensive gift card program needs. A full gift card program can help retailers sell more gift cards during major holidays as well as year-round.”

About Seastone

Seastone (www.seastone.com) is the market leader in specialty gift card packages and gift card promotional programs. The company pioneered specialty gift card packaging and

offers turnkey gift card promotional programs through its Give-A-Gift™ brand. Seastone also provides fully customizable programs utilized by many of the nation's largest retailers, restaurants, banks and mall groups. Additional information about Seastone's Give-A-Gift™ brand and customizable programs is available at www.seastone.com.

About United Media

Peanuts is licensed and syndicated by United Media. United Media (UM) is a worldwide licensing and syndication company that focuses on building brand equity around a wide range of creative content. The company recently partnered with Harper Collins on the best-selling publishing property Fancy Nancy. United Media licenses and/or syndicates other properties, including Precious Moments, Raggedy Ann & Andy, Televisa's "El Chavo," Mary Engelbreit, Dilbert, Jakers!, Tamagotchi, Doodle Bear, Bug Rangers, and Jim Benton's "It's Happy Bunny" (Japan Only). United Media is an E.W. Scripps Company.

Press Contact:

John Pilmer

PilmerPR

801.369.7535

jpilmer@pilmerpr.com