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FOR IMMEDIATE PRESS RELEASE

RE: JACQUARD TO DISTRIBUTE NEW FORMULA CERNIT

Rupert, Gibbon, & Spider Inc., manufacturers of Jacquard Products, is pleased to announce that they will be the exclusive North American distributor of a new formula of **Cernit** clay. This oven bake clay, manufactured in Europe, is recognized for its extreme high quality and porcelain-like finishes. This new formula available through Jacquard is **PTHALATE FREE**. Phthalates are a softener used in these types of clays that have been suspected to be a potential health risk. More information on phthaltes can be found on the Center for Disease Control website www.cdc.org.

Cernit has long been recognized for it's excellent quality and this phthalate free formula is even better. It is strong and durable, mixes easily for a multitude of color variations, and is perfect for making miniatures, dolls, buttons and jewelry. Cernit's superior characteristics and performance will be attractive to professional artists and hobby crafters alike. Because this formula is phthalate free it is also safer to use with children.

Cernit is available in 35 gorgeous colors. All colors are available in a 62 gram size. Suggested retail price is \$2.79 each. Retail display racks are available.

See our website www.jacquardproducts.com for information on all our products, or call customer service at 1-800-442-0455.

