

FdG Associates Completes Investment in Colorbök, Inc.
Financing Will Allow Craft Company to Pursue Significant Growth

New York, May 17, 2004 – FdG Associates, a leading middle-market private equity firm, today announced that it has made a significant equity investment in Colorbök, Inc., a creator, marketer and distributor of scrapbooking, stationery, toy and gift products. Colorbök will use the funds to support its continued growth and expansion into mass, craft, drug and specialty retailers. The financial terms of the transaction were not disclosed.

Douglas J. Dossey, Principal at FdG Associates, said, “This investment underscores our strategy of investing in companies with strong management teams that have achieved solid positions in their markets, developed a large base of satisfied customers and are poised for expansion. With Colorbök’s strong reputation in the craft and hobby industry, FdG intends to take advantage of growth opportunities, both organically and through select acquisitions.”

Since it was founded in 1984, Colorbök has grown to become one of the top suppliers in the craft and hobby industry, with customers such as Jo-Ann Stores, Michaels Stores, Wal-Mart, Target and QVC. The company, headquartered in Dexter, Michigan, operates in four business segments: Memory & Craft (scrapbooking), Gift & Stationery, Kids (activities, party favors, back-to-school items, etc.) and Photo Albums.

Bill Taylor, Colorbök’s Chief Executive Officer and co-founder, said, “This transaction is a powerful endorsement of our business model, and of the craft and hobby industry, which is projected to continue to grow at a strong pace. With this financing, we will be able to solidify our leading position, expand further into the mass retail market and better service our existing customers.”

About FdG Associates

FdG Associates is a private investment firm providing equity capital to North American-based middle-market growth companies with sound businesses and unrealized potential. By building a partnership with management and offering creative problem solving and strategic, long-term planning focused around key corporate initiatives, FdG empowers companies to achieve their full growth potential and increase their equity value.

FdG will typically commit from \$15 million to \$50 million in equity to sponsor management buyouts, recapitalizations and growth-oriented capital investments in private and public companies. The deep and diverse experience of the firm’s executive team enables FdG to

pursue opportunities in the business and consumer services, distribution, light manufacturing, retail and consumer products sectors.

FdG is headquartered in New York, NY. For additional information, please visit www.fdgassociates.com