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**\*\*FOR IMMEDIATE RELEASE\*\***

## **Jerry Bowman Appointed President of Spellbinders Paper Arts**

**Peoria, AZ, August 2008** – Jeff and Stacey Caron, co-owners of Spellbinders Paper Arts, LLC ([www.spellbinders.us](http://www.spellbinders.us)), are pleased to announce the promotion of Jerry Bowman from Vice President of Sales to President of Spellbinders Paper Arts.

Jerry joins Spellbinders in February 2008 with 25+ years of senior management experience in retail and consumer products. In Jerry's short tenure, Spellbinders has seen improved operational efficiencies, more than 20 new product introductions, expanded retail and catalog product placements, and a 400%+ increase in sales over 2007, year-to-date.

"I was very excited about the opportunity to join Spellbinders as their VP of Sales," said Jerry Bowman. "Over the past six months we have made significant changes and improvements and have transitioned from the best kept secret in the paper crafting industry to one of the fastest growing companies out there.

Spellbinders offers a great range of products with tremendous consumer appeal as well as a profitable retailer program," Bowman continues, "it's a win-win all around and I'm honored and excited to be moving forward with Spellbinders in this new role."

Prior to joining Spellbinders, Jerry served as VP of Sales for Bazzill Basics Paper, spent 8 years with Xyron as the company's first VP of Sales and the driving force behind bringing Xyron's products to market, and served as CEO of Whiz Kids Computer Academy, Inc., an educational services business. In 2006 Jerry founded US-based non-profit Christian Missions & Outreach, Inc. ([www.cmo-info.org](http://www.cmo-info.org)), a foundation that builds and manages orphanages and supports prison and homeless ministries located in Guadalajara, Mexico.

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### **About Spellbinders**

Spellbinders Paper Arts entered the craft and hobby market in 2003 with the introduction of the Wizard® Universal Craft Tool and a unique, patented collection of dies unlike any introduced before - or since. Spellbinders Paper Arts manufactures, markets and sells the Wizard, and more than 250 patented and patent-pending products under the following trade names: *Nestabilities*™ - nested dies offering cutting and embossing capability in ¼" and 1/8" increments; *Edgeabilities*™ - window and charm cutting dies; *Shapeabilities*™ - the first free-formed shape dies, offering the ability to cut or emboss in the center of cards and in any orientation; *Megabilities*™ - extra large dies; *Poseabilities*™ - offering poseable dies; *Spirellabilities*™ - spiral wrapping dies, and *Impressabilities*™ red and clear rubber stamps. In 2008, the Spellbinders family of dies expanded to include *Pierceabilities*™ - dies and coordinated templates for paper piercing; *Borderabilities*™ *Petite* – 5 ½" card making dies featuring one-cut edges and elegant embossing detail; *Borderabilities*™ *Grand* – 12" scrapbooking dies to create full-page borders; and *Shapeabilities*™ *Nested Sets* – incrementally sized shaped dies.