



9299 W Olive Ave
Peoria, AZ 85345
888 • 547 • 0400
602 • 385 • 7700
Fax: 1 • 602 • 385 • 7711
www.spellbinders.us
e-mail: info@spellbinders.us

Contact: Amy Romano
Phone: 480.577.9989
Email: amyandcompany@cox.net

****FOR IMMEDIATE RELEASE****

Jerry Bowman Joins Spellbinders Paper Arts as Vice President of Sales

Craft Industry Veteran Joins Spellbinders to Drive Product Commercialization and Market Development for Spellbinders' Innovative Die Cutting and Embossing Products

Peoria, AZ & Anaheim, CA, February 2008 – Jeff and Stacey Caron, co-owners of Spellbinders Paper Arts, LLC (www.spellbinders.us), are pleased to announce the addition of Jerry Bowman as Vice President of Sales.

Jerry joins Spellbinders with 25+ years of senior management experience in retail and consumer products, most recently serving as VP of Sales for Bazzill Basics Paper. Prior to joining Bazzill, Jerry spent 8 years with Xyron as the company's first VP of Sales and the driving force behind bringing Xyron's products to market.

"I am very excited about the opportunity to join Spellbinders as their VP of Sales," said Jerry Bowman. "Spellbinders is a company that I think may be the best kept secret in the paper crafting industry. After four years of blood, sweat and tears – overcoming all the normal start up obstacles – Jeff and Stacey have created a terrific line up of dies like no other in the industry. With the competitive advantage that all Spellbinders dies work with most every manually operated die cut machine in the consumer market, and almost every die sold by those other companies works in the Spellbinders® Wizard™ machine, I expect Spellbinders' growth in 2008 and beyond to be exceptional.

"We also have a big surprise at the upcoming CHA show that will certainly add to the excitement. If you have not familiarized yourself with Spellbinders recently do yourself a favor and visit our booth, #5071, at the Winter CHA show and say hello. You will be glad you did."

Prior to entering the craft market Jerry 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), 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.