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

## **Tobianne Hall Joins Spellbinders Paper Arts as Director of Strategic Development**

*Spellbinders reinforces commitment to offering quality products at exceptional values, and expanding consumer awareness via this newly created role*

**Peoria, AZ, August 2008** – Jeff and Stacey Caron, co-owners of Spellbinders Paper Arts, LLC, and Jerry Bowman, President of Spellbinders, are pleased to announce the addition of Tobianne (Tobi) Hall to the newly created position, Director of Strategic Development, responsible for Marketing and Product Development.

Tobi joins Spellbinders with over 10 years of marketing & sales experience, four of them with craft industry adhesives and lamination icon Xyron, focusing on brand and product development, new product commercialization and licensing.

With more than six years in senior level marketing positions in specialty industries, Tobi brings a holistic business approach to Spellbinders, combining trade and consumer expertise with logistics, demand planning and sales execution experience.

“We believe Tobi will be a remarkable addition as the new Director of Strategic Development,” commented Spellbinders president Jerry Bowman. “She is a savvy consumer products marketer with complete product lifecycle management experience. She also has tremendous retail sales and merchandising skills across multiple channels, including TV, Big Box, Grocery, Drug and independent/niche markets.

“We’ve had some tremendous success already this year,” Bowman continues, “and I’m excited about what we’ll be able to do with Tobi on board.”

Prior to joining Spellbinders Tobi served as a Senior Brand Manager for Central Life Sciences in Phoenix, Arizona, and consulted on commercialization and go-to-market strategies across various industries, including personal care and recreational equipment. As a Brand Manager for Poore Brothers, Tobi worked on teams that supported Cinnabon and TGI Friday’s branded products within the Poore Brothers snack food portfolio.

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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.