



Appleton Acquires European Provider of Secure Printing Services

(Appleton, Wis., December 23, 2003) Appleton, a leading U.S.-based manufacturer of carbonless, thermal, security, inkjet and performance packaging products, announced today that it has acquired BemroseBooth, headquartered in Derby, (*pronounced dar-bee*) England. Appleton has acquired all the shares of Bemrose Group Limited. The total purchase price was approximately \$60 million (approximately £34 million).

BemroseBooth employs nearly 850 people at manufacturing sites in Derby, Hull and Teesside, England, and its 2003 sales revenue is expected to be approximately \$100 million. The company is a leading UK provider of “mission critical” secure and specialized print services. BemroseBooth’s products include security printed vouchers and payment cards, mass transit and car parking tickets, variable data labelling, high-integrity mailing and niche publishing.

Doug Buth, Appleton’s chief executive officer, said the acquisition of BemroseBooth provides Appleton with immediate access to security product markets in the UK and Western Europe. “The company’s location, customer base, experienced management team, and market leadership positions make BemroseBooth a strong platform from which to grow our security business,” said Buth. He added that both companies will benefit from sharing security technologies and product development efforts.

Graham Bennington, chief executive officer of BemroseBooth, said the two companies share a common operating philosophy that focuses on customer service. “This acquisition is excellent news for our customers and employees and secures the long-term future of the business as part of an international group,” said Bennington.

The combined resources of Appleton and BemroseBooth create a significant provider of specialized and secure print products and integrated services. Buth said Appleton will provide the resources to enable BemroseBooth to accelerate its growth plans while continuing to operate independently.

About BemroseBooth

Bemrose was founded in 1826 by William Bemrose as a railway timetable manufacturer. Today’s BemroseBooth evolved from a management buyout in June 2000 when Bemrose Corporation sold its specialist print division to the management team backed by Lloyds TSB Development Capital (LDC) and Bank of Scotland. Customers include many of the UK’s biggest brands in retail, telecommunications, financial services and transportation.

About Appleton

Appleton creates product solutions through its development and use of coating formulations and applications and encapsulation technology. The Company produces carbonless, thermal, security, inkjet and performance packaging products. Appleton is headquartered in Appleton, Wisconsin, and has manufacturing operations in Wisconsin, Ohio and Pennsylvania, employs approximately 2,600 people, and is 100 percent employee-owned.



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