



THE VELCRO COMPANIES TO CELEBRATE 50TH ANNIVERSARY WITH
EXHIBIT AT INNOVENTIONS AT *EPCOT*[®]

Manchester, NH – (April 4, 2008) The Velcro Companies announce the opening of an interactive, immersive experience featuring VELCRO[®] brand hook and loop products at INNOVENTIONS at *Epcot*[®] at the *Walt Disney World*[®] Resort. The “Slapstick Studios” are designed to showcase the many uses of VELCRO[®] brand products through an entertaining look at the products’ history and a comedy show entitled “What’s Your Problem?”

The Velcro Companies are the creators of one touch fasteners, called hook and loop. This revolutionary fastener is used throughout the world in applications as varied as medical devices, diapers, outdoor recreational equipment, and hair rollers. Hook and loop technology changed the fastener industry and provides solutions to many household, industrial, and automotive problems. In spring 2008, the Velcro Companies embark upon a journey to commemorate the 50th anniversary of the VELCRO[®] brand trademark in the United States. The celebration begins with the opening of their exhibit in INNOVENTIONS at *Epcot*[®], which showcases the discovery and many uses of this revolutionary product.

INNOVENTIONS is a unique attraction filled with hands-on, interactive exhibits that allow guests to celebrate creativity, imagination, and innovations that improve their lives and expand their horizons. Over 2,900 square feet are dedicated to the "Slapstick Studios" exhibit, which uncovers the many diverse applications of VELCRO® brand products.

"We are excited to share the history and functionality of hook and loop and VELCRO® brand products with each guest at INNOVENTIONS," said Joan B. Cullinane, President of Velcro USA Inc. "This interactive, immersive encounter will educate millions of guests from around the world and serve as a platform to introduce new product innovations in the future."

At the "Slapstick Studios", guests will be treated to a humorous yet informative look at the history of VELCRO® brand products. Guests participate in an interactive game show, where they compete against the clock and each other in one of several fun-filled games:

- "Bringing Up Babies": Two dads compete to diaper, feed, and affix to an apron covered in VELCRO® brand product as many babies as possible in 60 seconds.
- "Pack It On!": Guests have 60 seconds to prepare for a long vacation by packing objects into bags covered with hook and loop and attaching them to a wearable garment.

- "How Do You Stack Up?": A contest between two teams to determine who can stack the highest tower of blocks which are covered in VELCRO® brand products before the countdown clock sounds.
- "Family Ties Relay": Test the strength of a family's coordination skills by passing blue and red "sticky" objects with gloves and aprons lined with hook and loop.

"Our vision is to use this experience as a foray into the world of imagination. The next 50 years are dedicated to reintroducing fun to a brand Americans already hold close to their hearts, and to apply our technological expertise to an ever widening variety of sophisticated, yet ingeniously simple, fastening solutions," said Cullinane.

Guests end their visit to the "Slapstick Studios" exiting through a gallery presenting real-life industrial and commercial uses of hook and loop product. Visitors will view many VELCRO® brand products, seldom seen by the general public, but used widely in applications and products for the NASA space program, automotive, medical and industrial markets.

"We hope that INNOVENTIONS guests walk away from the experience with a better understanding of the functionality of hook and loop fasteners. We want guests to understand that 'Velcro' is not a product, but a company whose hook and loop

solutions impact our everyday lives. Our superior products, creative solutions, and consistent service continue to differentiate us from our competition," said Cullinane.

The exhibit is scheduled to run for three years and is open daily from 9 a.m. to 7 p.m. at the INNOVENTIONS West pavilion at *Epcot*[®]. For more information about VELCRO[®] brand products or the Velcro Companies, visit www.velcro.com.

About Velcro USA Inc.

Velcro USA Inc. is part of a worldwide family of companies founded on innovation inspired by nature. The Velcro companies worldwide are a technologically driven, global organization and the industry leader in hook and loop fasteners. For more information, contact Jim Hillson, 603-626-8559 or visit www.velcro.com.

About INNOVENTIONS at *Epcot*[®]

INNOVENTIONS is located in the heart of *Epcot*[®] at the *Walt Disney World*[®] Resort in Lake Buena Vista, Florida. Creativity and imagination abound as guests celebrate inspiration and the innovations that improve their lives and expand their horizons. Hands-on, interactive exhibits allow children and adults to be immersed into ideas that inform, entertain and inspire – conquer the most dangerous house in America, find solutions to “sticky” problems, experience the most cutting edge products at the “House of the Future”, protect the environment from the daily waste we create and push the limits of everyday products as you make the world a safer place. For more

information about INNOVENTIONS, contact: Stacia Wake, 407-560-1816 or

Stacia.L.Wake@disney.com