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**VELCRO USA INC. CHALLENGES STUDENTS TO FRAME THE FUTURE
OF AMERICAN INNOVATION**

Company Launches Competition for Students to Create the Next Great Designs

MANCHESTER, N.H. – For 50 years, VELCRO® brand hook and loop fasteners have inspired innovations that have taken astronauts to the moon, helped young children keep their shoes on, and saved lives with artificial heart equipment. Now Velcro USA Inc. is offering students the chance to come up with their own designs.

Students attending four-year, degree-granting colleges/universities in New Hampshire, Michigan and Arizona are invited to dream up new and improved product designs using the company's newest and most revolutionary fasteners.

Three grand prize-winning students will each receive a \$3,000 scholarship and a trip to the corporate offices in Manchester, N.H., to tour the production facilities that are home to one of the greatest inventions of the 20th century.

“What better way to celebrate our anniversary than with fresh ideas for our next 50 years,” said Joan Cullinane, President of Velcro USA Inc. “We can’t wait to see what today’s most talented students come up with using our engineers’ latest inventions.”

VELCRO® brand hook and loop fasteners were originally inspired by Mother Nature. Swiss inventor George de Mestral came up with the concept after examining the natural “hooks” on cockleburs that persistently stuck to his trousers and dog’s fur. Now, decades later, Velcro USA Inc. is asking students to examine three new product technologies as the inspiration for their own designs. The technologies are:

- Conductive V30 – This revolutionary VELCRO® brand fastening technology conducts electricity.
- SEF V10 – This new invention is a useful fastener that adheres to itself, removing the need to have two separate components engaging.
- ULTRA-MATE® SC2 – This is a single-component interlocking fastener system developed for its superior shear strength.

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Engineering and design students enrolled at four-year, degree-granting universities in New Hampshire, Michigan and Arizona are invited to participate in the Student Design Challenge during this school year. To enter, students must create and submit a product design concept using one of three new technologies from Velcro USA Inc. Entries will be judged on the design's creativity, commercial appeal and aesthetics, functionality and the overall presentation.

The contest is now open, with entries accepted through June 2, 2008. For complete rules and requirements, submission details and design specs, students can visit the Student Design Challenge Web site at www.velcro.com/50years.

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. The VELCRO® brand was trademarked in the United States on May 13, 1958. For more information, visit www.velcro.com.

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