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## **1-2-3...CUT, SCORE, CREATE**

### **EK SUCCESS PARTNERS WITH K1C2, LLC TO LAUNCH THE 1-2-3D PAPER CRAFTING SYSTEM™**

**CLIFTON, NJ (January 28, 2007)** – From pop-up stationary, to envelopes, to custom-shaped boxes and personalized gift packaging, do-it-yourselfers can now create and design unique dimensional projects simply and quickly. K1C2, LLC has partnered with EK Success, the country's leading scrapbooking, paper crafts and creative consumer products company, to launch the 1-2-3D Paper Crafting System™ at the 66<sup>th</sup> annual Winter Craft and Hobby Convention and Trade Show (CHA) in Anaheim, Calif. starting today.

The 1-2-3D Paper Crafting System is a revolutionary tool that allows crafters to design dimensional creations and crafting foundations using a variety of exclusively-designed tools and templates. The set comes complete with a 13-inch square Double Duo™ Scoring and Cutting Mat; the ScorAround™ Circle Template; the ScorAcurve™ Deckle and Curve Template; the ScorAline™ Ruler; the NotchAbox™ Perfect Corner Template; PinApoint™ Push Pins; the CutAline™ Cutting Tool and the GroovAline™ Scoring Tool.

The system also includes a 64-page instruction booklet and 79-minute DVD, both of which provide easy-to-follow, step-by-step instructions, as well as helpful hints, such as formulas for cutting the paper, embellishment guidance and creative inspiration.

The 1-2-3D Paper Crafting System was jointly developed by Susan Levin of K1C2, LLC and Pattie Donham of Pattie Wack Designs. K1C2, LLC is a creative alliance of EK Success, which has the exclusive right to market and distribute the 1-2-3D Paper Crafting System.

“Developing tools that make crafting easier and more accessible has always been one of EK Success’ primary strengths,” said Paul Zakrzewski, Director of Product Development. “Consumers are continually looking for new mediums to express their originality, but creating stationery and boxes from scratch can be extremely time consuming. The 1-2-3D Paper Crafting System provides the templates and tools to make this process easier.”

“For paper crafters who like to work with dimensional surfaces to showcase their creativity they will be awed by how many projects they can make with this system and, even better, how quickly they can complete them,” stated Gloria Tracy, Susan Levin’s partner at K1C2. “A contender for the annual CHA Innovations Awards, the 1-2-3D Paper Crafting System has garnered positive feedback from consumers, designers and retailers for its all-in-one design, breadth of tools, ease of use and limitless applications.”

The 1-2-3D Paper Crafting System will retail for \$39.99 and will be available in March 2007 for purchase at most national craft retailers, as well as local scrapbooking and craft stores. For a list of stores, please visit [www.eksuccess.com](http://www.eksuccess.com).

(more)

### **About EK Success**

Established in 1978, EK Success is a creative consumer products company with the leading market position in the fast-growing \$3.0 billion scrapbooking segment of the U.S. craft industry. With more than 6,000 products in its lineup, EK Success designs and markets some of the craft industry's most respected brands of stickers, multi-dimensional embellishments, papers, albums, punches and pens for use in scrapbooking and related paper crafts. These brands include ZIG® Memory System®, Sticker®, Paper Shapers®, Jolee's®, HERMA® and Cutter Bee®. EK has a demonstrated history of consistent and successful product innovation, having won more than 40 design and reader's choice awards since 2002, and is the only company to promote its own retailer and consumer education program – Scrapbook Design and You® (SDU®). In January 2006, EK Success formed an alliance with Martha Stewart Living Omnimedia, Inc. (NYSE: MSO) to develop and produce the Martha Stewart Crafts™ line. In February 2006, EK Success was acquired by GTCR Golder Rauner LLC, one of the nation's leading private equity firms. For more information, to purchase products, or for a complete list of retailers who offer the SDU® education program, visit [www.eksuccess.com](http://www.eksuccess.com).

### **About K1C2, LLC**

K1C2, LLC was founded in 1996 by Susan Levin and Gloria Tracy. From 1996 to 2002 the company worked primarily in the hand knitting industry as wholesale distributors of fine yarns and patterns under the Knit One, Crochet Too label. During that period Tracy and Levin designed hundreds of knitting and crochet patterns and wrote "Crochet Your Way," a 218-page crochet book that includes instructions and projects for beginners to advanced crocheters. In 2000, they were awarded a utility patent for their Rainbow Pick, Point & Match Color Selector. This unique color wheel has set the standard for explaining color theory in a simple-to-understand way and has helped thousands of consumers choose pleasing color combinations. Since 2002, the company has primarily worked in partnership with companies and publishers who are seeking creative ideas and products from outside sources. In January 2003, the company sold its luxury hand knitting yarn division. In addition to the above mentioned products and patents, Tracy and Levin have developed concepts for the sewing and scrapbook industry and have written articles for trade and consumer magazines such as *CNA*, *Piecework*, SoHo Publishing and various Dynamic Resource Group publications. K1C2, LLC holds four patents related to color products and numerous trademarks. The company also won HIA Innovations awards in 1996 and 2000.

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