



ORGANIZATIONAL ANNOUNCEMENT

We are very pleased to announce that Marc J. Duquette will be returning to the Velcro companies on July 13, 2009, in the position of Director - Environmental, Safety, & Product Compliance for Velcro Group Corporation, reporting to me.

In this new position, Marc will have global responsibility to develop, implement, and oversee sustainable corporate environmental, safety, and product compliance programs that reflect our standards and values and assure that we meet applicable regulatory requirements. Marc's responsibilities will include assisting site management and staffs globally on work-place safety and environmental matters and product source, content, and use requirements. He will directly supervise the environmental and safety programs and staff in the U.S, including Velcro USA Inc.'s Safety and Environmental Program Managers. Initially, Marc will also be working closely with Howard Kingsford in the development of a comprehensive product compliance program, preparatory to Marc ultimately assuming full responsibility for oversight of the Program.

Marc has more than 20 years of environmental, health, and safety experience and previously spent six years with Velcro USA Inc. as Manager, EHS & Quality Registrations prior to joining Koch Membrane Systems, Inc. in 2008 as Director, Environmental Health and Safety. In that position he had responsibility for the EHS compliance and management system activities at three manufacturing locations.

Marc holds a BA in Environmental Science from St. Joseph's College and is in the process of completing an MBA in Organizational and Environmental Sustainability at the Antioch University of New England. He is a member of the National Association for Environmental Management and Net Impact and currently serves on the Environmental Affairs Committee of the Business and Industry Association - New Hampshire State Chamber of Commerce.

Please join me in welcoming Marc back and in providing your support as he assumes the responsibilities of this new position.

Sincerely,

A handwritten signature in black ink that reads "Robert E. Jauron". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert E. Jauron
General Counsel
Velcro Group Corporation

July 8, 2009