

NEWS RELEASE



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Hofmann & Leavy, Inc. Updates Name to Tassel Depot® *International Company Updates Name After 142 Years in Business*

Deerfield Beach, FL – Jan 20, 2006. Hofmann & Leavy, Inc., America's preeminent manufacturer of tassels, cords, menu elastics, graduation regalia and other trims, announces that it has changed its name to Tassel Depot®. The purpose of the transition to the name Tassel Depot is to become more easily identifiable to consumers.

The family owned and operated business has been passed down through several generations, most recently to Roger and April Leavy, and services a multitude of markets, including printing, graduation, special event décor, toy and apparel. Products include tassels, elastics, cords, graduation tassels and honor cords, as well as apparel trimmings. Additionally, Tassel Depot provides décor and enhancements for special events, such as tabletop accessories, including napkin rings and chair ties. Its full-service design studio enables the company to accommodate custom requests for any occasion.

"The time has come to update our name to reflect the nature of our business more specifically," said Roger Leavy, president of Tassel Depot. "There's no question that our reputation for quality, on-time delivery and customer satisfaction will be associated with our new name, Tassel Depot®." It recently rolled out its new state-of-the-art, fully integrated computer system that assists with the accelerated processing and distribution of orders. This will contribute to Tassel Depot's being one of the predominant manufacturers in its industry.

Tassel Depot has supplied tassels to companies ranging from local family run businesses to large corporations. Its client list includes national, state and local governments, as well as most major greeting card manufacturers worldwide. The company has provided services to the U.S government for the past several presidential inaugurations, as well as to the White House, State Department and all branches of the military for various affairs. Tassel Depot ships worldwide and offers same day shipping. The company's diverse product line is designed to enhance presentations and add a decorative elegance to any event, however large or small.

Tassel Depot®, founded in 1864, is based in Deerfield Beach, Florida, and is committed to providing the best service in the industry. It is one of the longest running privately owned businesses in the United States, if not the world, celebrating its 142nd anniversary this year. To obtain further information about Tassel Depot, call in the USA 1-888-TASSEL1, world wide 954-698-0000. E-mail info@tasseldepot.com, or visit Tassel Depot on the Web at www.tasseldepot.com.

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At Tassel Depot® you get "Tassels Without Hassles"®