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PRESS RELEASE

Neil Enterprises, Inc. turns 50!

Founded in 1961 Neil Enterprises went from a small supplier to the largest photo novelty company in the United States

VERNON HILLS, IL, May 26, 2011: On June 16th close friends and customers of Neil Enterprises, Inc. will gather to celebrate the company's 50th anniversary. Neil Enterprises has become synonymous with high quality photo products. It's most notable items include the photo mug, photo button, photo keychain, photo snow globe, and photo bobble head.

Neil Enterprises, Inc. was founded by Jerry Fine in 1961 as a supplier of premium goods to large corporations. Named after his son Neil, who was three years old at the time, Jerry's original concept was to develop creative molded products to satisfy the needs of large corporations. Examples of the original tooling included ice cream scoops for Maytag, spatulas for Staley Syrup and whistles for Armour Hot Dogs.

Later the photo mug was developed and Neil Enterprises entered the world of photofinishing. The company started to supply photo processors with the unique concept of placing a photo between the walls of insulated drinkware and sealing the two components together. Other photo gift items such as the photo keychain and button soon followed and a complete line of photo novelties started to form. The Neil Enterprises product line now extends to over 500 unique photo items. The company services the retail market, special event photo market, sports and school photo market, professional photo market, and many other photo specialty markets.

Neil Fine is the current president of Neil Enterprises. He's been with the company since 1980 after receiving his bachelor's degree in Business Administration from The University of Iowa. Neil

Enterprises has expanded the number of markets it services. Many of the same products which were originally used for photos are used for children's craft projects and are distributed through educational learning catalogs. The products are also used in the personalization market, and Neil Enterprises is now a leading supplier of embroidery blanks. The Neil Enterprises' Varsity Line is also well known in the college bookstore market, Neil Enterprises emblematic products are seen on the shelves of bookstores across the country.

With changing markets and technology, Neil Enterprises continues to add new products and decorating capabilities to keep pace with the changing landscape. Now with several third generation family members involved in the company, Neil Enterprises is excited about the next 50 years and is looking forward to continue its tradition of innovative products and excellent service.