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FOR IMMEDIATE RELEASE

PDT WINS THREE PRESTIGIOUS DESIGN AWARDS

Moji Knee Wrap, The Next Generation Perkins/APH Mechanical Braille Writer and Fellowes Helios Thermal Binder Range honored

Lake Zurich, Illinois –January 22, 2010 – Product Development Technologies, Inc. (PDT) is pleased to announce that it has been honored by the Chicago Athenaeum with three 2009 GOOD DESIGN awards. PDT’s design of the Moji Knee Wrap won in the Sports and Recreation category and The Next Generation Perkins/APH Mechanical Braille Writer and Fellowes Helios Thermal Binder Range earned awards in the Office Products category. In 2010, GOOD DESIGN celebrates its 60-year anniversary as the oldest and most prestigious awards program for product and graphic design.

The latest advances for design and innovation, sustainability, creativity, branding, ecologically responsible design, human factors, materials, technology, graphic arts, packaging, and universal design were submitted in a staggering number this year by the best industrial design and graphic design firms on behalf of the leading FORTUNE 500 companies. “All in all,” states Christian K. Narkiewicz-Laine, Museum President, The Chicago Athenaeum, “this year’s GOOD DESIGN Awards program bestowed the coveted GOOD DESIGN Award to the most important and influential industrial and graphic designers in the world.” He explains, “the criteria for award selection follows the original, historic GOOD DESIGN program set forth in 1950 which is based on function and aesthetic, but with a contemporary emphasis for environmental concerns and Green Design.”

“GOOD DESIGN is a truly global program of phenomenal proportion,” states Narkiewicz-Laine,. “Despite the downturn in the economy and more bleak predictions for the near future, the 2009 GOOD DESIGN program is the strongest program ever, with the largest-ever amount of corporate participation and the best and most substantial design awarded. This might be the beginning that signals the start that corporations and designers are changing their direction toward more sustainable and cost-effective design and less the use of flash and extravagance and a new understanding that the global market for consumer products is highly competitive and that only the strong will survive. “GOOD DESIGN sense,” he continues, “is the only way.”

For 2009, The GOOD DESIGN Awards were judged in New York by an international jury of design professionals, architects, experts, and cultural leaders. All products and graphics will be exhibited at The Chicago Athenaeum in the GOOD DESIGN Show for 2010 in Chicago in June, 2010. The 2009 Awards are listed at The Chicago Athenaeum's website at www.chi-athenaeum.org.

About Chicago Athenaeum's

The Chicago Athenaeum: Museum of Architecture and Design and Metropolitan Arts Press Ltd. present the Museum's annual GOOD DESIGN® Awards Program for the most innovative and cutting-edge industrial, product, and graphic designs produced around the world. Nearing its 60th year, GOOD DESIGN is the oldest and the most prestigious Awards Program organized worldwide. Founded in Chicago in 1950 by the former MoMA curator Edgar Kaufmann, Jr., together with such pioneers in modern design as Charles and Ray Eames, Russel Wright, George Nelson, and Eero Saarinen, GOOD DESIGN honors the yearly achievements of the best industrial and graphic designers and world manufactures for their pursuit of extraordinary design excellence. Nearly six decades later, The Chicago Athenaeum continues the organization of the program to create a revived awareness about contemporary design and to honor both products and industry leaders in design and manufacturing that have chartered new directions and pushed the envelope for competitive products in the world marketplace. www.chi-athenaeum.org/gdesign.

About Moji

Moji was founded with the overarching goal of keeping active people active. Our unwavering dedication to becoming the expert source for injury prevention, warm-up, and recovery is core to our ongoing mission. Moji founder, Victor Viner, established the company in 2007 with a vision of creating best-in-class icing and recovery products while also becoming the leading consumer resource on injury prevention, warm-up, and recovery. Victor has surrounded himself with a passionate, forward thinking, experienced team that brings industry expertise to the Moji brand in the areas of design, marketing, manufacturing, operations, technology, and content development.

About Perkins

Perkins School for the Blind in Watertown, MA, the nation's first school for the visually impaired, provides education and services to help build productive, meaningful lives for more than 94,000 children and adults who are blind, deafblind or visually impaired with or without other disabilities in the U.S. and more than 63 countries worldwide. Founded in 1829, Perkins pursues this mission on campus, in the community and around the world. Learn more online at www.perkins.org

About Fellowes

Headquartered in Itasca, Ill., Fellowes, Inc. offers an impressive range of products to equip the workspace, including paper shredders, binders and laminators, desktop accessories and record storage solutions. Fellowes, Inc. owns and operates subsidiaries in Canada, United Kingdom, Benelux, France, Germany, Italy, Poland, Spain, Singapore, Japan, Korea, China and Australia. The company employs more than 1,200 people throughout the world and expects global sales in excess of \$700 million this year. www.fellowes.com

About PDT

Product Development Technologies, Inc. (PDT) is a global, full-service product development firm with over 100 employees in eight offices worldwide. Team members have expertise in a vast range of product development disciplines, including strategy, design research, industrial design,

user experience, electrical and mechanical engineering, software development, laser scanning, and tooling. PDT's award winning product designs have been recognized by BusinessWeek, the Industrial Designers Society of America, Design Journal, The Consumer Electronics Association, Inc. Magazine, Chicago Athenaeum of Architecture and Design, and Parametric Technologies Corporation. www.pdt.com

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