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FOR IMMEDIATE RELEASE

**PDT WINS TWO PRESTIGIOUS DESIGN AWARDS**

*Fellowes Galaxy Binder and Medela Core Line Bags Recognized  
as Top Product Designs for 2008*

**Lake Zurich, Illinois – January 14, 2009** –Product Development Technologies, Inc. (PDT), a division of TZ Limited (ASX: TZL), has been honored with two 2008 GOOD DESIGN Awards. Both the Fellowes Galaxy Comb Binding Machine and the Medela 2008 Core Line Breastpump Bags have been recognized as being two of the worlds most innovative and cutting-edge product designs produced in 2008.

Now in its 59th year, GOOD DESIGN is the oldest and the most prestigious Awards Program organized worldwide. Mark Schwartz, CEO of PDT, commented, “We are very pleased to add two new GOOD DESIGN awards to our archive. Our team strives to exceed client expectations through meaningful designs and it’s great to be recognized in reputable design competitions along the way.” A record number of submissions were sent for 2008 by thousands of design firms and corporations from 48 nations. For 2008, The GOOD DESIGN Awards were judged in New York and Los Angeles in November 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 2009 in Chicago in June, 2009.

The Fellowes Galaxy-E, which won a 2008 GOOD DESIGN Award in the office products category, is a powered, high end office comb binder. It continues the Fellowes design signature established by PDT in the original ‘Star’ and ‘Pulsar’ platforms and synergies with other products in the new Fellowes range. The Galaxy incorporates many innovative and unique features geared to improve ergonomics, efficiency, portability, flexibility and storability, all vital for use in an office environment where desk space is often at a premium. One of the key features of the Galaxy design is the removable binding mechanism known as the ‘Satellite System’ which allows two people to work simultaneously with the machine to enhance workflow and productivity in times of heavy use. All areas for human interaction, such as handles, controls and pull-out trays, are clearly defined and easily accessible to the operator. The Galaxy styling is a unique proposition aesthetically for products of this type. The high quality surface finishes and overall

styling challenges peoples' expectations of what such an office machine should look like. It provides a unique and fresh approach to office equipment design.

Medela's Pump in Style Advanced Breastpump core line bags, the winner of a 2008 GOOD DESIGN Award in the personal product category, feature a fresh new design, creating a more harmonious and branded look. With a focus on functionality, construction method, usability and branding, the team created a family of designs for the Core Line Bags that included a shoulder bag, backpack and tote. PDT helped Medela define a family look that would then be applied to various other bags including the CityStyle™ Breastpump Bag for the European market. Medela now has a fresh new line of bags and a design guideline with details down to zipper pulls, branding and colors to help in maintaining the design brand value.

"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," states Christian K. Narkiewicz-Laine, Museum President, The Chicago Athenaeum. "For the public, it's THE seal of approval," he adds.

"Despite the global economic slowdown," states Kieran Conlon, Director/COO, The European Centre for Architecture Art Design and Urban Studies, "more and more world manufacturers and their designers are realizing that design provides a pivotal edge in keeping global products competitive; and combined with sustainability, social and ecological responsibility, and Green Design, this year's GOOD DESIGN program demonstrates how smart companies and smart designers will design their way out of recession."

For more information about the Medela 2008 Core Line Breastpump Bags or the Fellowes Galaxy Binder visit: [www.pdt.com](http://www.pdt.com). All winning designs for GOOD DESIGN 2008 can be viewed at the Museum's website: [www.chi-athenaeum.org](http://www.chi-athenaeum.org).

### **About GOOD DESIGN**

Founded in Chicago in 1950 by architects Eero Saarinen, Charles and Ray Eames, and Edgar Kaufmann, Jr., GOOD DESIGN bestows international recognition upon the world's most prominent designers and manufacturers for advancing new, visionary, and innovative product concepts, invention and originality, and for stretching the envelope beyond what is considered basic product and consumer design.

GOOD DESIGN publicly acknowledges and elevates the best and finest new design and design innovation for products and graphics designed and/or manufactured between 2006 and 2008. For 2008, the GOOD DESIGN Awards were judged in New York last November by an international jury of design professionals, experts, and cultural leaders.

### **About Fellowes**

Fellowes, Inc. is a global manufacturer and marketer of workspace products and solutions that enhance security, organization and productivity in today's workplace. Designed and manufactured to offer superior quality, usefulness and value, Fellowes' products range from business machines (paper shredders, binder machines and laminators) to records storage solutions to a full-line of technology accessories. Founded in 1917 by Harry Fellowes and headquartered in Itasca, Illinois, Fellowes, Inc. employs more than 1300 people throughout the world and has subsidiaries and affiliates in 15 countries.

### **About Medela**

Medela provides superior-quality breastpumps and breastfeeding accessories to nursing mothers around the world. Founded in 1961 in Zug, Switzerland by Olle Larsson, Medela continues to grow under the ownership of the Larsson family today. The Swiss' high standards for both product and production were brought to the United States over 20 years ago. Through the years, Medela's commitment to quality products and supportive programs has made the company the major supplier of breastpumps to health care facilities in the United States. For more information, visit [www.medela.com](http://www.medela.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 design research, industrial design, user interface development, 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, The Consumer Electronics Association, Inc. Magazine, Chicago Athenaeum of Architecture and Design, and Parametric Technologies Corporation. [www.pdt.com](http://www.pdt.com)

#### **About TZ Limited**

TZ Limited is a leading intellectual property and technology development company that specializes in proprietary embedded intelligent systems. The company leads the world in Intelligent Fastening Technology, a new standard for the design, assembly and servicing of products that will completely change the dynamics of manufacturing. TZ Limited offers a multidisciplinary design and engineering capability that can deliver innovation, robust research and development of new enabling technologies to disciplined product design, engineering, tooling and prototyping. [www.tzlimited.com](http://www.tzlimited.com)

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