

FOR IMMEDIATE RELEASE

December 1, 2009

Perfect Timing, Inc.
514 Wells Street
Delafield, WI 53018

LANG HOLDINGS CHANGES COMPANY NAME TO PERFECT TIMING

Delafield, WI – Lang Holdings, Inc. announced today that the company is changing its corporate name to Perfect Timing, Inc. The name change decision comes as a result of the company's recent completion of Chapter 11 restructuring.

"This is a fresh start for us," commented Laurie Gilner, Perfect Timing President and CEO. "We have spent the past several months undergoing a financial restructuring and have emerged as a stronger company better positioned for growth and success."

"The new name allows us to proudly represent a multitude of products and brands. Perfect Timing signifies calendars and dated products, perfect timing for gift giving and morning coffee in a LANG mug, all core to our business," Gilner added. "We will strive for perfect timing in everything we do from product launches and delivery to our day-to-day operations."

The company is also relocating its corporate headquarters from Delafield to Waukesha, WI in early 2010. "The new office is larger which is conducive to the company's growth plans," Gilner said. She added that in addition to more space the new office has a much better functional layout which should allow the company to create a more collaborative environment as they plan for the future.

Background Information

With headquarters in Delafield, WI, Perfect Timing, Inc. produces and distributes three well known calendar, stationery and specialty gift lines, marketed under the LANG®, Avalanche® and Turner Licensing™ brands.

Specifically, the LANG® line offers beautifully illustrated calendars, holiday cards, ceramic mugs, puzzles, journals and planners, recipe albums and other memorable gifts. Another premier brand, the Avalanche® name is synonymous with trendsetting designs, specializing in organizational products, stationery and unique calendar formats, including the top-selling Plan-it® and Note Nook® lines. Turner Licensing™ is an industry leader in sports licensed calendars, stationery and back-to-school products, featuring 200+ major league and collegiate teams.

Contact Information

For more information about the Perfect Timing brands, contact Janea Rowe, Marketing Coordinator, at 262.646.7676, or jrowe@lang.com.