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Diamond Brand Matches and Lighters Join Forces with Pine Mountain and Java-Log Firelog Brands

Jarden Corp. Now Offers Consumers Full Line of Home Fireplace Products

(Muncie, IN, USA -March, 2007) – Keeping the flame alive just got easier. Jarden Corporation has paired its Diamond® brand matches and other firestarting products with its recently acquired Pine Mountain and Java-Log firelog brands, bringing all firestarting and burning needs under one roof. Pine Mountain's market-leading firelogs are sold under the Pine Mountain®, Starterlog®, Northland® and eco-friendly Java-Log® brands names.

Diamond is the market leader in wood and book matches, innovative multi-purpose lighters and firestarters. Similarly, Pine Mountain has a large consumer base for its environmentally friendly firelogs, which burn cleaner than wood. Java-Log, using recycled spent coffee grounds instead of sawdust, is in step with consumer demand for cleaner burning fireplace products. Together, the firestarting products and firelogs provide consumers all the essentials for the home fireplace.

"We are delighted to have Pine Mountain and the eco-friendly Java-Log in our portfolio of flame products. It allows us to offer consumers a full line of products for their fireplace," comments Charlene Samples, VP Marketing, Jarden Home Brands. "These firelog brands are well-known for their environmental benefits, and we look forward to continuing to offer high quality products that consumers have come to expect."

Kevin Brunory, Global Vice President Sales, for Jarden Home Brands adds, "We continue to strive for innovation and growth in all of our categories to benefit our customers. Diamond has been a household name for over a century, so customer expectations are high. Pine Mountain and Java-Log bring us products much-loved by consumers, with premium quality performance that complements our matches and lighter line."

The company is looking at packaging, promotion, and website updates to leverage the one-stop shopping experience for consumers. "We'll work to create improved offerings on store shelves, while alerting consumers about the benefits of burning manufactured firelogs. It's already convenient to use these products, and we want more people to know that," says Linda Edgar, Diamond Flame Brand Manager.

Diamond, Pine Mountain, and Java-Log brand products are available at national retailers in the U.S. and Canada.

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Jarden Corporation Rye, N.Y, U.S.A. is a leading provider of niche consumer products used in and around the

home. Jarden operates through a number of well recognized brands, including: Branded Consumables: Ball(R), Bee(R), Bicycle(R), Crawford(R), Diamond(R), First Alert(R), Forster(R), Hoyle(R), Java-Log(R), Kerr(R), Lehigh(R), Leslie-Locke(R), Loew-Cornell(R), Pine Mountain(R) and Starterlogg(R). Consumer Solutions: Bonaire(R), Crock-Pot(R), FoodSaver(R), Harmony(R), Health o meter(R), Holmes(R), Mr. Coffee(R), Oster(R), Patton(R), Rival(R), Seal-a-Meal(R), Sunbeam(R), VillaWare(R) and White Mountain(TM); and Outdoor Solutions: Campingaz(R) and Coleman(R). Headquartered in Rye, N.Y., Jarden has over 20,000 employees worldwide.

For more in-depth product information, visit www.jarden.com, www.freshpreserving.com, www.diamondbrands.com, www.conros.com, www.java-log.com.

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