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PANTONE LICENSES TABLETOP PATTERN TO FISHS EDDY

***PANTONE UNIVERSE Extends Professional Color Brand to Consumers
With Commercial-Quality Dishes and Glassware***

CARLSTADT, N.J. and NEW YORK – September 10, 2003 – **Pantone, Inc.**, the global authority on color and provider of professional color standards for the design industries, and **Fishs Eddy**, purveyor of sturdy-ware, today announced a licensing agreement to produce an exclusive pattern of American-made, commercial-quality dishes and glassware. Dubbed “The Palette Plates,” the collection extends the PANTONE UNIVERSE brand of design-driven consumer goods into the home.

“We are thrilled to introduce this tabletop collection bursting with vivid color,” enthused Julie Gaines, president and co-founder of Fishs Eddy. “The Palette Plates pattern is the perfect addition to our other designer tabletop collections – Cynthia Rowley and Nicole Miller – which have both been wildly successful. We’re tickled PANTONE 16-1620 Tea Rose Pink about this!”

“Fishs Eddy provides us with an innovative avenue to bring Pantone into the home and create visibility in this category,” said Lisa Herbert, executive vice president of home and fashion at Pantone. “With PANTONE UNIVERSE, we can now take Pantone’s color and trend expertise beyond the design professional and extend it into products the consumer can enjoy. The Palette Plates collection at Fishs Eddy is a good first move in that direction.”

The open stock group includes a dinner plate, cake plate, soup bowl, jumbo cup, 16” platter and beverage glasses. Inspired by vintage traveling salesmen’s samples from the Fishs Eddy archive, the items are silkscreened with a whimsical pattern resembling the iconic **PANTONE Color Chip**, complete with color name and PANTONE Number, in colorways drawn from the Autumn/Winter 2003/2004 **PANTONE View Colour Planner**, Pantone’s inspirational color forecasting publication.

“As color trends evolve from season to season, so will the collection,” Gaines added. “The continual change and reinvention of this pattern adds to its excitement.”

Manufactured domestically, the PANTONE UNIVERSE Palette Plates collection will be available exclusively at Fishs Eddy in Manhattan and East Hampton, and www.fishseddy.com.

About Pantone, Inc.

Pantone, Inc., developer of the globally accepted PANTONE Color Systems, is the leading source of traditional and electronic products for the selection and accurate communication of color. With 40 years of experience, Pantone is recognized as the worldwide market leader in color communication and color technology for the graphic design, printing, publishing, textile and plastics industries. More information is available at www.pantone.com and www.therightcolor.com.

About Fishs Eddy

Named after for a small trout-fishing town in Upstate New York, Fishs Eddy was founded over 16 years ago. While its focus has not changed, it certainly has grown. American-made, commercial-quality dishes and glassware in endless stacks and barrels have made Fishs Eddy a landmark destination for those in search of the unfamiliar, a little adventure and a place to connect. Its wares are nostalgic and contemporary, very durable and very real. More information is available at www.fishseddy.com.

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