



clementine art™

NATURAL. FRESH. REAL.

CLEMENTINE ART CREATES SIMPLE, NATURAL, AND HEALTHY ART SUPPLIES FOR FAMILIES NOW ACCEPTING ORDERS FROM ALL SALES CHANNELS

BOULDER COLORADO, 20 JANUARY 2010 Clementine Art is now accepting orders from all sales channels after a successful exclusive launch nationwide in Whole Food Market in August of 2009. “We are thrilled that Clementine Art’s innovative, all-natural art supplies have been received so well in a financially challenging marketplace,” shares CEO John Maggio. In addition to the natural products marketplace, Clementine is poised for new sales growth in a variety of traditional and alternate retail channels such as toy shops, gift stores, stationary and department stores. Clementine Art’s innovative, naturally non-toxic products include washable paints, water-based markers, soy crayons, soy crayon ‘rocks’, scented modeling dough, and washable glue.

There has been concern and uncertainty about what ingredients are going into our children’s toys. Clementine Art removes the mystery and worry by creating products that have simple, natural ingredients. The Company’s pure and natural products allow children to express themselves with markers, paints and supplies that are safe for them and the earth.



HEALTHIER PRODUCTS, HEALTHIER CHILDREN

Clementine Art produces professional-quality and earth-friendly art supplies using the purest ingredients. The Company uses simple ingredients from the earth and its products are colored with vegetable, plant, and mineral pigments instead of artificial dyes, providing an innovative solution to chemically laden, artificially colored art supplies. And natural doesn’t mean a sacrifice on quality as Clementine has creamy tempera paints that don’t flake or crack, yielding a rich opaque coverage. The crumble-free modeling dough is long-lasting and lightly scented, while Clementine created soft, vibrant crayons and rock crayons, which help children develop their dexterity while they explore their artistic expression with a unique color palette. For another natural art ‘must-have’, the company offers a clear, washable, multipurpose glue.

The company’s pure, earth and child-friendly ingredients appeal to parents, who are concerned about the products that their young children interact with. Clementine is dedicated to the health of the child and the health of the planet, and all product ingredients, packaging and business practices reflect a commitment to sustainability and the environment. Clementine Art’s products do not contain any synthetic preservatives, animal by-products, or petroleum bases. Clementine Art uses renewable resources; packaging made from post-consumer recycled materials and printed with soy based inks, in a wind-powered facility. “We like our ingredients so much that we list them right on the box,” says Founder, Diana Mercer.

THINK OUTSIDE THE BOX, COLOR OUTSIDE THE LINES

Clementine Art was founded in 2008 by Diana Mercer, a former teacher with over 20 years of experience in the field of education, arts education, and child development. Diana created Clementine Art to encourage open-ended art explorations for children. The process of creating art is a powerful developmental tool for children, and Clementine Art products encourage children to dream, imagine, experiment, create, problem-solve, and above all, express themselves. Explains Diana: “Real art is about creating. Early childhood educators know that the process of creating art is just as important to a child’s development as the outcome. I wanted to create products that not only engaged children in an open-ended creative process, but that could also become an everyday part of a healthy and creative lifestyle.”

A BOLD AND BRIGHT FUTURE

Clementine’s management team is comprised of natural products industry leaders. CEO John Maggio co-founded Boulder Potato Company (Boulder Chips) in 1994 and has since brought more than 100 retail products to market. Gordon Cooper, VP of Sales and Marketing, joined Clementine Art from Larabar, where he served as Vice President of Sales until it was acquired by General Mills in 2008. Katherine Gregory, VP of Operations, joined Clementine Art from Williams-Sonoma, where she held management roles in both operations and marketing. Founder and Board Chair Todd Woloson, is a managing partner at Greenmont Capital Partners in Boulder and a co-founder of IZZE beverage company.