



FOR IMMEDIATE RELEASE

Contacts:

Jon Siegal/Christian Potts
Schwartz Communications
781-684-0770
bestdoctors@schwartz-pr.com

Visant Corporation Boosts Employee Healthcare Quality with Best Doctors

New Benefit Helps Employees Get Answers when Faced with Medical Uncertainty

BOSTON – Jan. 8, 2008 – Best Doctors[®], Inc., the trusted medical resource for ensuring patients with serious illnesses have the right diagnosis and the right treatment, today announced that Visant Corporation has made the Best Doctors unique diagnosis evaluation service available to its U.S. employees. Through Best Doctors, eligible employees and family members have access to advanced medical expertise when faced with decisions about the diagnosis and treatment of serious health conditions.

Now Visant's employees and their families who wish to seek further evaluation and input on a serious diagnosis, or who have questions about their treatment plan, can receive answers from world-renowned doctors by contacting Best Doctors. An expert doctor who is selected from Best Doctors database of 40,000 world-renowned doctors evaluates the patient's case, and Best Doctors delivers an easy-to-understand report providing recommendations on the diagnosis and course of treatment, based on a comprehensive review of the member's medical information. Best Doctors is available to eligible employees on a confidential and voluntary basis.

“Visant has made it a practice to offer innovative tools to our employees to assist them in the care of their health and managing their healthcare dollars, while continuing to advance high quality health care as an important priority,” said Shari Davidson, vice president of benefits at Visant Corporation. “We evaluated a number of different approaches in our

continuing efforts to help our employees make informed and quality medical decisions and decided that Best Doctors, which allows our employees to draw on the expertise of world-class medical experts, offers an invaluable tool that can directly impact their critical health care decisions.”

“More than ever, patients need tools such as Best Doctors to help them navigate the complex healthcare care landscape when faced with acute and serious illnesses,” said David Seligman, CEO of Best Doctors, Inc. “Visant is a forward-thinking and innovative organization that is providing their employees with the right tools to get the right care.”

About Visant Corporation

Visant Corporation is a leading marketing and publishing services enterprise servicing the school affinity, direct marketing, fragrance and cosmetics sampling, and educational publishing market segments. For more information on Visant, visit www.visant.net.

About Best Doctors

Best Doctors[®] is the trusted medical resource for ensuring patients have the right diagnosis and the right treatment. The Company serves employers, insurers and health plans by dramatically improving the quality of healthcare at the point of treatment for individuals with serious illnesses and injuries. Founded in 1989 by two Harvard Medical School professors, Best Doctors serves more than 260 insurers, employers and health plans, touching 10 million people in 30 countries. For more information, visit www.bestdoctors.com or call 1-800-223-5003.

###