



PRESS INFORMATION

30th October 2007

TWO MARKET LEADERS JOIN FORCES

Two of the leading players in the tourism souvenir industry, Sampson Souvenirs Ltd and Judges Postcards Ltd have joined forces to create a market leading brand that will provide their customers in the heritage, charity, tourism, retail and museum/gallery sectors with the benefit of a single source solution for postcards, calendars and customised souvenirs.

The purchase of the UK's leading manufacturer and supplier of souvenirs for the tourism industry by Judges Postcards Ltd, brings together two different product streams to address the very specific needs of the tourism market.

Commenting on the buy-out Stuart Hardingham, joint owner of Sampson Souvenirs Ltd, said "Both of our companies are long established, leading suppliers and distributors within our own market sectors. We therefore couldn't have found a better company to take on Sampson Souvenirs, as they are already in the tourist industry and ethically and culturally our approach to business is very similar. As they have a young, dynamic management team, they have the drive and enthusiasm to develop the brand to its maximum potential.

"When fellow director Doug Carmichael and I decided to sell the business, in preparation for our retirement, we were extremely keen that the Sampson brand would remain as a major force in the industry. This buy-out will indeed do just that, all be it that the company will now be known under its new name Sampsons Ltd.

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“Both Doug and I will continue to play a major role in the new company in order to support our existing customer base and the new management team. Our sales office and industry renowned design studio will remain in Southend on Sea, whilst all manufacturing and warehousing will move to Judges’ home base in St Leonards, East Sussex.”

The purchase of Sampson Souvenirs Ltd has played a pivotal role in Judge’s expansion programme, which aims to grow the company through strategic acquisitions.

According to Graeme Wolford, Managing Director of Judges Postcards Ltd “It’s a privilege to be embracing the most respected brand within the industry which is recognised as the UK’s leading souvenir provider for the tourist industry. We are delighted to be working alongside Stuart and Doug who are seasoned professionals and well respected characters in the industry. With their help we are confident that we can become the ultimate ‘one stop’ souvenir company. To maintain continuity of customer service, each of the existing brands will remain the same, with the souvenir gifts being sold under the Sampson brand and postcards and calendars continuing to be marketed under the existing Judges brand name.

“Not only will our existing customers gain from having a whole raft of new products, but with the addition of one of the most respected souvenir design studios in the industry we will be able to provide greater product innovations, along with a bespoke design capability which can be tailored to address the needs of the client’s individual market. Our vast picture library, which is used on our postcards and calendars, can also be used within the designs of Sampson product range, to give customers an even greater design choice.”

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