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FOR IMMEDIATE RELEASE

## ***OLFA LIMITED EDITION PINK TOOLS RAISE THOUSANDS FOR CANCER FIGHT***

ROSEMONT, ILLINOIS, November 15, 2006—OLFA<sup>®</sup>, the world's leading maker of sewing and craft tools and accessories, donated more than \$30,000 to the National Breast Cancer Foundation, Inc. The funds presented to D. Neal Hail, executive director of the Foundation, in a ceremony at the International Quilt Market in Houston in late October.

The donation represented a portion of the proceeds from the sale of the OLFA Pink 45mm Deluxe Rotary Cutter and the OLFA Pink Self-Healing Mat, both of which



were available during October, National Breast Cancer Awareness Month.

OLFA, which also donated more than \$25,000 to the Foundation in 2005, created the pink tools to demonstrate its support in the fight against breast cancer and to educate

women on how to detect the disease.

The special packaging of the pink OLFA tools included an illustrated *Breast Cancer Awareness Facts Booklet* that explained in detail how to structure an early breast cancer detection plan and how to perform self-examinations.

The OLFA Pink Rotary Cutter (RTY-2DX/P) was designed for quilting, sewing, leather works and vinyl, paper and film projects. It sold for \$23.49 (\$30.89 Canadian).

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*OLFA'S DONATES TO NBCF—2*

The double-sided 12" x 18" Pink Self-Healing Rotary Mat (RM-CG/P) was crafted for use with OLFA rotary cutters. It sold for \$15.49 (\$22 Canadian).

For more information on OLFA products, visit [www.olfacom.com](http://www.olfacom.com).

*OLFA is a registered trademark of OLFA Corporation, Japan, used under license by World Kitchen, LLC. OLFA manufactures and markets a premium line of award-winning precision cutters, knives, blades, rulers, mats and accessories, including its signature snap-off blades and self-retracting safety cutters.*

*National Breast Cancer Foundation, Inc. is a registered service mark of the National Breast Cancer Foundation, Inc. used under license by World Kitchen, LLC.*

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