

FOR IMMEDIATE RELEASE



GLOBAL ICONS ANNOUNCES ALLIANCE WITH JARDEN CONSUMER SOLUTIONS

LOS ANGELES, CA, February 12, 2008 – Global Icons, the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks, has been named as a licensing consultant for Jarden Consumer Solutions, a leading global provider of consumer products.

Jarden Consumer Solutions (JCS) built its reputation on over 100 years of manufacturing and marketing product solutions to help make consumers' lives easier, safer and fun. The Company's diversified brand portfolio includes an array of innovative consumer products that are designed to improve consumers' lives by enhancing health, personal care, cooking and other daily necessities.

The addition of Global Icons will expand Jarden's resources to help meet the demand of its diverse brand portfolio and will work closely with its in-house licensing department to ensure the licensing program is aligned with the Company's strategic plan and maintains a consistent unified brand message.

Carlos Coroalles, Vice President of Licensing for Jarden Consumer Solutions, stated, "We are thrilled to be working with one of the preeminent brand licensing agencies in the business. We look forward to incorporating their expertise in building on our already strong foundation for additional growth with four of our key brands."

Global Icons will support Jarden's efforts in reaching their goals and look to maximize the equity of select prominent brands including Sunbeam[®], Oster[®], Mr. Coffee[®] and Crock-Pot[®]. Licensed merchandise will mirror the core brand's outstanding reputation for quality, innovation and performance that provides consumers solutions to everyday living.

"Through our working relationship with Jarden Consumer Solutions, we will support their leadership role in the market and increase the consumer's interaction with JCS' household names through strategic licensing agreements," said Jeff Lotman, CEO of Global Icons. "This is a tremendous opportunity to work with a leading global consumer products company and JCS' respected reputation for superior products provides the perfect platform for licensed brand extensions."

About Global Icons (www.globalicons.com)

Global Icons is the premier licensing and brand merchandising agency specializing in the development and extension of corporate brands and trademarks. On behalf of its ever-expanding roster of clients, the company's goal is to increase brand awareness and revenue through the establishment of new products, distribution channels and revenue streams. Select clients include Acura, Build-A-Bear Workshop, Chuck E. Cheese's, Cold Stone Creamery, Encyclopaedia Britannica, The Hershey Company, Hollywood, Honda, Honda Motorcycle, Humvee, Igloo, Tonino Lamborghini, Make-A-Wish, Mrs. Fields, and UPS, among others.

About Jarden Consumer Solutions

Jarden Consumer Solutions (JCS), a subsidiary of Jarden Corporation (NYSE:JAH), is a leading consumer products company that designs, manufactures and markets, nationally and internationally, a diverse portfolio of consumer products under world-class brands such as Bonaire[®], Crock-Pot[®], FoodSaver[®], Health o meter[®], Holmes[®], Mr. Coffee[®], Oster[®], Patton[®], Rival[®], Seal-a-Meal[®], Sunbeam[®] and VillaWare[®]. JCS is headquartered in Boca Raton, Florida, and employs more than 13,000 people worldwide. JCS can be found on the Web at www.jardencs.com.

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