



JOSTENS SUPPLIER DIVERSITY

When suppliers have different experiences, perspectives, cultures and backgrounds, we benefit from the most innovative and cost-effective products and services. Jostens recognizes that these diverse companies enhance our competitive advantage in the marketplace and contribute to the sustainability of the communities we serve.

We are committed to diversity, both internally within our workforce and externally within our supply base. Partnering with a diverse set of suppliers enables us to better understand our global and diverse consumer base. Our worldwide supplier diversity practices provide a fair chance to participate in outsourced Jostens projects.

We instituted our **Supplier Diversity Program** to bring awareness and emphasis to our practices. This program encourages partnerships with suppliers that are dedicated to helping our customers celebrate moments that matter.

SUPPLIER DIVERSITY PROGRAM

Inclusion — Jostens supports and encourages inclusion and diversity throughout our supplier network. We recognize that a variety of viewpoints and backgrounds lead to business strength. We value a broad supplier base that is made up of domestic and international supply sources that are eager to help us grow. As a result of these mutually beneficial relationships, we are able to add value to products and services, and provide value to local communities.

Tracking — We analyze our supplier base annually to measure progress and provide analytics for our vendors and customers. Part of our supplier analysis includes a third-party consultant that helps identify a variety of vendor characteristics within our supply base that we may not otherwise uncover.

Certification — The goal of Jostens' supplier diversity program is to engage certified business enterprises, including those owned by minorities and women, in various aspects of our business. Jostens requires certification by a third-party certifying agency, and suppliers must be at least 51% owned or operated by United States citizens who are African American, Hispanic, Asian, or Native American, or a woman.

WORKING WITH JOSTENS

We also look for suppliers who echo our corporate values by demonstrating a sharp eye for product innovation, displaying an ability to collaborate, offering best-in-class prices, delivery, quality and service, and making constant investments that improve people, processes, products and safety.

To learn more about partnering with Jostens, please go to <http://www.jostens.com/misc/working-with-jostens.html>