



**ROYAL ADHESIVES & SEALANTS ACQUIRES CRAIG ADHESIVES &
COATINGS
FROM VERTIS COMMUNICATIONS**

*Acquisition Builds on Royal's Strong Position in the Packaging and Graphics Arts
Market,
Provides New Growth Opportunities for Craig*

Vertis Intensifies Focus on Growing Cross-Media Solutions

SOUTH BEND, IN and BALTIMORE, MD (November 30, 2011) — Royal Adhesives & Sealants (Royal), a portfolio company of Arsenal Capital Partners (Arsenal), and Vertis Communications (Vertis) today announced that Royal will acquire substantially all of the assets of Vertis' indirect wholly-owned subsidiary, Webcraft Chemicals, which operates under the name Craig Adhesives & Coatings (Craig).

Based in Newark, New Jersey, Craig is a premier supplier of ultraviolet light cured and water based adhesives and coatings to the printing and graphic arts markets. The acquisition builds on Royal's strong platform of leading adhesives, sealants and coatings and allows clients of both companies to benefit from an expanded range of customized and proprietary solutions. For Vertis, the sale provides additional opportunities to pay down debt and invest in the cross-media solutions that will drive its continued growth.

"We are excited to add Craig's market-leading ultraviolet and water based adhesives and coatings products to our growing platform, and welcome Craig's employees and clients to the Royal family," said Ted Clark, Chief Executive Officer of Royal. "As a leading producer of high-performance adhesives, sealants and coatings, we look forward to working with the Craig team to advance our combined product portfolio and expand our presence in the packaging and graphic arts market."

John Televantos, a Partner at Arsenal Capital said, "Craig has a long history of innovation in the fast growing market for ultraviolet light cured adhesives and coatings and is providing great solutions and service to the packaging, printing and lamination markets. The acquisition of Craig and merger with Royal represents an important milestone in our strategy to further build a leading adhesives, sealants and coatings business offering customized and proprietary solutions."

Vertis President and Chief Executive Officer Gerald Sokol, Jr. stated, "Vertis is intensely focused on growing our cross-media solutions and on ensuring that each business within this strategy is well-positioned to gain share in its market. After careful consideration, we recognized that Craig clients and employees would realize substantial benefit as part of a larger organization that focuses on the adhesives and sealants industry. We have been very impressed with the commitment and expertise of the Royal team and are confident that Craig will be well positioned for growth under this new ownership."

The transaction includes a long-term supply agreement between Royal and Vertis, which allows Vertis continued access to Craig's specialized products. Vertis will continue to deliver the innovative solutions and high-quality services its clients expect without disruption.



About Craig Adhesives & Coatings

Craig Adhesives & Coatings is a premier supplier of adhesives and coatings to the printing and graphic arts industries. For more than 30 years, the company has continued to innovate its products to solve clients' most pressing challenges, including topical clarity and no-edge curling for a no-label look, extreme resistance to abrasive wear, very high slip without contamination of adhesives, heat and water-vapor resistance, high-impact labels, and selective adhesive deadening. The company also has a full-line of off-the-shelf products, includes many products that are based on exclusive, best-of-class solutions it developed in-house.

About Royal Adhesives & Sealants

Royal Adhesives & Sealants is a leading producer of proprietary, high-performance adhesives, sealants, coatings and polymers. Headquartered in South Bend, Indiana, Royal offers a broad range of specialty formulated products designed to solve complex bonding, laminating and sealing applications across a diverse range of markets, including aerospace and defense, construction, specialty packaging, automotive and industrial. The company offers a broad spectrum of customized thermosetting epoxy and urethane, solvent-based and water-based technologies to meet the most demanding adhesive and sealant applications. For additional information of Royal Adhesives & Sealants, please visit www.royaladhesives.com.

About Arsenal Capital Partners

Arsenal Capital Partners is a leading New York-based private equity firm that invests in middle-market specialty industrial, healthcare and financial services companies. Arsenal makes investments in sectors where the firm has prior knowledge and experience, and targets businesses that have the potential for further value creation by working closely with management to accelerate growth and leverage the firm's operational improvement capabilities. Arsenal currently has \$800 million of committed equity capital. For additional information on Arsenal Capital Partners, please visit www.arsenalcapital.com.

About Vertis Communications

Vertis Communications is a results-driven marketing communications company that delivers inventive advertising, direct marketing and interactive solutions to prominent brands across North America. Our deep industry knowledge and extensive range of offerings—including integrated data solutions, digital program management systems, creative services, world-class print and mail production, logistics, out-of-home and business process outsourcing—are used to deliver superior program performance that drives bottom line results for our clients. With 100 strategically positioned locations and more than 5,000 dedicated professionals, we deliver impeccable quality and fast turn-around to any market. For more information, visit www.vertisinc.com.

This press release may contain forward-looking statements. The words "believes", "anticipates", "expects", "estimates", "plans", "intends", and similar expressions are intended to identify forward-looking statements. All forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from projected results. Factors that may cause these differences include fluctuations in the cost of raw materials we use, changes in the advertising, marketing and information services markets, the financial condition of our customers, actions by our competitors, changes in the legal or regulatory environment, general economic and business conditions in the U.S. and other countries, and changes in interest and foreign currency exchange rates.

Consequently, you should consider any such forward-looking statements only as our current plans, estimates, and beliefs. Even if those plans, estimates, or beliefs change because of future



events or circumstances, we decline any obligation to publicly update or revise any such forward-looking statements.

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