



For Immediate Release

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Fiskars Products Win GOOD DESIGN® Award

The Chicago Athenaeum Museum of Architecture and Design Recognizes Design Excellence of Fiskars Ergonomic Garden & Sewing Tools

Fiskars Americas announced today that five 2008 new products have been recognized by the Chicago Athenaeum: Museum for Architecture and Design as winners in the GOOD DESIGN competition. The winning products include: Gingher Rotary Cutter, Fiskars Garden Multi-Snip, Fiskars Rear Pivot Bypass Pruner, Fiskars Carabiner Bypass Pruner, and the Fiskars Rear Pivot Grass Shears.

“The GOOD DESIGN Award recognizes superiority in innovation, construction, function and utility. We are honored that the Chicago Athenaeum has recognized our sewing and garden tool designs as some of the best in the world,” said Paul Tonnesen, President of Fiskars Americas.

Founded in 1950, GOOD DESIGN recognizes manufacturers that have advanced new and innovative product concepts beyond what is considered standard product and consumer design. The jury of architects, designers, and authorities in the design community selected the 2008 winners from over 10,000 entries representing 48 countries. Award decisions are based on measures including the following: innovation, form, materials, construction, concept, function and utility. Product appearance and aesthetic appeal are also considered. The winning entries will be entered into the Chicago Athenaeum Permanent Design Collection. Previous design winners include: Boeing, Apple, Herman Miller, BMW, and General Motors.

Fiskars products combine ergonomics, design, and high-quality materials in a unique way providing safe and easy-to-use solutions that inspire crafters and gardeners world-wide to pursue their passions.

To learn more about Fiskars garden and craft tools visit: www.fiskars.com Product samples and images are available upon request.

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ABOUT FISKARS:

Founded in 1649, Fiskars is a leading supplier of branded consumer goods. Fiskars business areas are: Garden, Homeware, Craft, Outdoor Recreation, Inha Works, and the Real Estate Group. Fiskars shares are quoted on NASDAQ OMX Helsinki Ltd and the company employs more than 4,500 people world-wide.

ABOUT THE GOOD DESIGN AWARD:

GOOD DESIGN is an international symbol of a company's firm commitment to innovation and superior design embodiment. Now in its 59th year, GOOD DESIGN is the oldest and the most prestigious Awards Program organized worldwide. Annually, designers and manufacturers in over 30 nations have been honored for their singular achievements in producing hallmarks of contemporary design.