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## Partnership formed between MeadWestvaco Corporation and Really Big Coloring Books, Inc.®

**04/20/2004**

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[MeadWestvaco Corporation begins marketing, printing, supply an distribution relationship with Really Big Coloring Books, Inc.](#)

Saint Louis, Missouri, April 14, 2004: Really Big Coloring Books® has formed a new partnership with MeadWestvaco Corporation. Under the terms of this agreement, MeadWestvaco's Consumer and Office Products Group will be printing the Really Big Coloring Books product line and handle order fulfillment from their Sidney, New York operations center . MeadWestvaco will also begin distribution of the Really Big Coloring Books product line through their Consumer & Office Products Group which includes the ASI Distributor network representing 120,000+ sales people across the country.

Implementing the new partnership for MeadWestvaco is the team of John Redente, Director of Promotional Products, Christine Smith, Marketing & Communications Manager and Molly Rounds Project Leader.

Wayne Bell, President of Really Big Coloring Books, Inc. commented, "We look forward to serving the needs of the fund-raising community, making a broader line of products for our clients and helping to meet the goals of the customers we serve."

MeadWestvaco Corporation, headquartered in Stamford, Conn., is a leading global producer of packaging, coated and specialty papers, consumer and office products, and specialty chemicals. Among the principal markets it serves are the automotive, beverage, consumer products, healthcare, media and entertainment, and publishing industries. The company operates in 29 countries and serves customers in nearly 100 nations. Its highly recognized consumer and office brands include AT-A-GLANCE®, Cambridge®, Columbian®, Day Runner®, Five Star®, and Mead®. MeadWestvaco manages strategically located forestlands according to stringent environmental standards and in conformity with the Sustainable Forestry Initiative®. For more information, visit [www.meadwestvaco.com](http://www.meadwestvaco.com).

Really Big Coloring Books, Inc. ®, headquartered in St. Louis, MO, is a multi-national company providing fund-raising opportunities and children's teaching and learning tools since 1988. The company products are multicultural and many are bilingual in English and Spanish used by parents and children between the ages of 2-14 years old. The company enjoys numerous strategic alliances with major corporations and organizations such as: Binney & Smith maker of Crayola Crayon ® products, New Holland Equipment Company, The State Horse Councils Alliance representing the American Quarter Horse Association and many State Horse Councils, The National Christmas Tree Association, The National FFA Organization, Kiwanis, Lions and numerous professional clubs, groups, and organizations.

Really Big Coloring Books operates four divisions; fund-raising, internet, retail and creative development. In 2003 the company shipped books to all 50 states in the USA and 14 additional countries and had over 6.5 million visitors on its web page [www.BigColoringBooks.com](http://www.BigColoringBooks.com) . In addition to their own line of products Really Big Coloring Books will now offer an expanded line of educational and office products from the MeadWestvaco Corporation.

For more information contact Really Big Coloring Books ® at 1-800-BIG-BOOK (244-2665).

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