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First Paper Planner Designed for Handheld Users

DayTimers, Inc. and Laura Stack have created The DayTimer(R) Productivity Pro(R) Planner

Website

LEHIGH VALLEY, Pa., May 14 /PRNewswire/ -- DayTimers, Inc., and Laura Stack, The Productivity Pro(R), have designed the first paper planner for those who want the efficiency of handheld devices and the reliability of paper.

"Increasingly, technology has become another thing to manage. Rather than supplementing handheld technology with post-it notes, random yellow pads, or voice mail messages recorded on napkins, professionals can now use this planner as an organized way to take notes, create lists, file needed information, and track projects," said Kenneth Drudy, director of merchandising for DayTimers.

"Having our lives run by technology can be emotionally draining," commented Laura Stack, DayTimers expert on productivity and author of the just-released, *The Exhaustion Cure*. "Some people believe that going paperless is the ultimate goal, but countless others prefer making lists and taking notes on paper. Now, it is no longer an 'all or nothing' proposition -- you can do both.

The DayTimer(R) Productivity Pro(R) Planner features monthly calendar pages and contact tabs, so it can also be used by professionals who don't own handhelds. The 2-Page-Per-Month planner layout coordinates all time commitments-personal and professional-in one place. The 2-Page-Per-Day pages have ample space for making lists of things to do and phone calls to make. The A-to-Z tabs double as a contact management system and a paper filing system. The Notes pages capture conversations, meeting notes and project schedules. As an added bonus, each page offers productivity and work-life balance tips by Ms. Stack. This organizing power is contained in a Portable binder that's easy to carry in a handbag or briefcase.

The DayTimer(R) Productivity Pro(R) Planner is available exclusively from DayTimers (www.daytimer.com/productivity) beginning May 2008. Laura Stack's newest book, *The Exhaustion Cure* is available in bookstores everywhere and at www.daytimer.com/productivity as well as www.theproductivitypro.com.

About DayTimers

Established in 1947, DayTimers, Inc. is the original American provider of time management solutions and organization tools to help simplify life. DayTimers is a subsidiary of ACCO Brands NYSE: ABD. The complete DayTimer(R) line of planners, luxury leather covers, portfolios, handbags and more can be found at www.daytimer.com or by calling 1-800-225-5505. Select organization tools are also available at Staples, Office Depot, and other major office supply retailers.

Available Topic Expert(s): For information on the listed expert(s), click appropriate link.

Laura Stack

<http://profnet.prnewswire.com/Subscriber/ExpertProfile.aspx?ei=70651>

Website: <http://www.daytimer.com/productivity/>

Website: <http://www.theproductivitypro.com/>

Website: <http://www.daytimer.com/>



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