

March 4th, 2010

ANNOUNCEMENT OF A NAME CHANGE

We are pleased to announce that Beckwith Bemis, a division of ADS Inc., changed its name to Texel, a division of ADS Inc., effective March 1st, 2010.

This name change reflects the natural evolution of our business since its strategic acquisition by ADS Inc. in June 2007. Texel, a division of ADS Inc., is one of North America's leading nonwoven textile manufacturers. In incorporating Beckwith Bemis' multi-polymer coating capabilities to the existing divisions at Texel, Beckwith Bemis becomes Texel's 6th Business Unit. Our new Business Unit will be operating under the name **Texel Coated Materials**.

This integration brings the added mutual benefit of expanding available markets and product types, as well as the sharing of technological resources. Having an increased complement of textile industry professionals to collaborate with, **Texel Coated Materials** is better able to fulfill our mission and vision - to provide technical and innovative product solutions that better respond to our customers changing needs.

Even though we are changing our name, we want to stress that the products, service, support, and long term commitment towards our customers and partners will remain unchanged. The business unit, **Texel Coated Materials** will continue to operate in its current structure and your contacts will remain unchanged.

You will notice our name change on all of our correspondence, purchase orders, invoices, packing slips, mailings, and promotional materials. At the same time, we will change all our e-mail addresses to firstname.lastname@texel.ca. The old e-mail addresses will continue to be operational for the foreseeable future. Our web domain www.beckwithbemis.com will for now remain unchanged, and is also available at www.texel.ca by clicking on the Coated Materials image. Here is our newly unveiled corporate logo:



Team Texel thanks you for all your continued support and confidence. We look forward to taking our business to the next level with you.