

NEWS RELEASE

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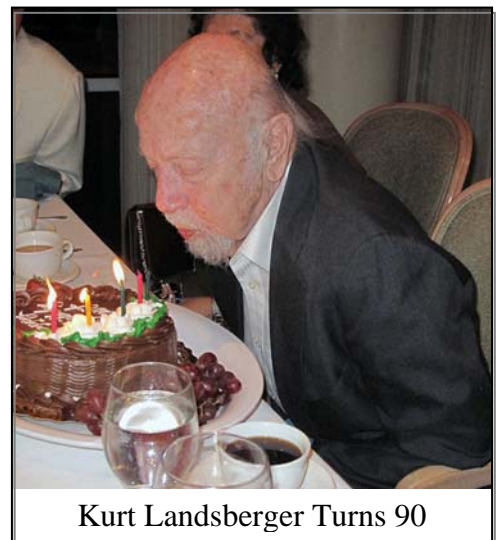
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Entrepreneur, Environmentalist and Humanitarian Turns 90

Kurt Landsberger Continues to Lead Purposeful Life

Pequannock, NJ - January 13 - Bel-Art Products founder and CEO Kurt Landsberger recently celebrated his ninetieth birthday at a family dinner party. While starting and running one company might be more than enough for many people and at ninety most of us are more apt to spend time relaxing and observing, Landsberger who splits his time between Florida and New Jersey continues to work three days a week at the two companies he founded and seems most content when engaged in learning and doing the things that give him joy and inspiration.

Growing up in Austria pre World War II Kurt Landsberger might have imagined a life of ease and leisure. After all, several close relatives owned successful businesses and Kurt was the destined heir to all. Life however had other plans and when circumstances of war forced his departure from his childhood home he knew he was lucky to escape persecution. After a year in England, where refugees were not permitted to work, Landsberger arrived in America in 1939, where new opportunities awaited and were often created by a man willing to pursue an 'interesting idea.'



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Founded in 1946, Bel-Art Products began as a housewares company with Landsberger selling aprons, tablecloths and other accessories made by his wife and business partner Anny on a second hand sewing machine they were able to acquire. Only when he discovered that the plastic coating on the fabric being used to make these items was chemically resistant did Landsberger turn his attention to the laboratory market where he soon realized there was great potential for companies that were 'willing to listen, work hard and develop innovative solutions.'

Bel-Art Products quickly became recognized as a pioneer in the use of plastics in the laboratory market and sixty-five years later Landsberger and his company continue to design and manufacture new products under the Scienceware® brand that solve the everyday challenges faced by scientists and researchers the world over.

In 1971, after a trip to Scandinavia where he came across a medical retail store that offered aids for daily living (ADL's), Landsberger founded Maddak, Inc. today the largest United States manufacturer of ADL's. Recognizing that the few medical suppliers in the United States offering ADL's only sold to institutions or professionals, Landsberger felt that there were many consumers who would benefit from ADL's if they knew about them and had access to them. "ADL's are relatively small and inexpensive products designed to help injured or permanently disabled individuals lead more independent lives by making everyday tasks like dressing, personal care, housekeeping and even recreational activities easier to manage. We concentrated on selling to dealers who were already serving the public with larger medical items and found a new untapped market" says Landsberger. The Ableware® product line continues to evolve with changing times and it was Landsberger who recently suggested 'walker bags' to accommodate carrying today's everyday necessities such as cell phones.



Catching up with a busy man

In addition to building two businesses, Anny and Kurt Landsberger raised two children, David and Allen and later enjoyed the company of five grandchildren and a recently born great grandbaby. David grew up working in the business and is now President of Bel-Art Products and Allen a graphic designer has also contributed his talents to the companies over the years.

When not lending his years of expertise and insight to Bel-Art Products or Maddak, Landsberger, who lost his wife and great love Anny earlier this year continues to devote time to activities that he is passionate about including the work of The Landsberger Foundation which supports environmental causes, historic preservation and teaching chess to inner city children, indulging his passion for the arts and supporting local libraries. Landsberger was recently honored with the Passaic Basin Environmental Champion Award for his help in protecting and educating others about the environment and this important northern New Jersey ecosystem.

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Over the years Landsberger has also found time to author six books on subjects as rich and varied as former world chess champion William Steinitz who happens to be his uncle (*William Steinitz; Chess Champion*) and his time in the United States Army serving as a translator at a German Prisoner of War Camp in Trinidad, Colorado (*Prisoners of War.*) Currently he is collecting and researching material for a new book telling the stories of many common, but heroic individuals who survived the holocaust but lost life as they knew it, including his stepfather and great uncle whose Austrian based businesses and property were confiscated by the German army.

And then of course there is his weekly column 'Hilltop Views' published in the *Verona Observer* and up to twenty other Essex County New Jersey newspapers, where Landsberger weighs in, muses and often educates his readers on any number of subjects that strike a chord with him. Longtime Bel-Art Products employee Kathleen Hanek says "Retirement anytime soon does not seem likely and for that, there are many whose lives will be richer. Happy Birthday Mr. Landsberger!"

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About Bel-Art Products

Bel-Art Products simplifies tasks with innovative product solutions for science, industry and healthcare. Over 3500 items from safety wash bottles to fume hoods are manufactured and marketed under well-known brand names including Scienceware® laboratory products, Spinbar® magnetic stirring bars, Magic Touch™ icewares, Sterileware® sampling tools, Secador® desiccator cabinets, KLETT® colorimeters, and Poxymesh® racks. Established in 1946, Bel-Art Products is a United States based manufacturer headquartered in Pequannock NJ. For more information or to view the Scienceware® product line visit www.belart.com.

About Maddak

Maddak Inc. manufactures products that simplify the tasks of daily living - eating, drinking, dressing, grooming, bathing, toileting, etc. - for seniors, people with disabilities and people undergoing rehabilitation. The company mission is to provide quality products that enable people to maximize their independence and remain active despite any limitations they may face. Marketed under the Ableware® brand name, the Maddak product line includes over 500 products sold through medical and hospital supply centers, pharmacies, homecare centers and internet outlets. Established in 1971, Maddak Inc., headquartered in Pequannock, NJ is the largest U.S. manufacturer of assistive devices, clinical modalities, home healthcare and rehabilitation products. View our complete product line at www.maddak.com.

Copies of the photos featured in this press release can be downloaded from the Bel-Art Products FTP site www.belartftp.com.

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