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## **Zippo Announces Ronson Acquisition**

Bradford, PA - Zippo Manufacturing Company, Bradford, PA, announced today that the company has completed the purchase of substantially all of the assets of Ronson Consumer Products Corporation, Woodbridge, NJ, and Ronson Corporation of Canada Ltd.; and certain related assets of Ronson Corporation.

Zippo is one of the world's most widely recognized brands, best known for its iconic refillable windproof lighter. The Zippo product line also includes lighter accessories, butane candle lighters, lifestyle products for men, and an outdoor line of products and accessories introduced earlier this year.

Ronson markets a range of lighter fuels and accessories, as well as an assortment of refillable butane pocket lighters, utility lighters and torches.

The acquisition will put financial strength behind the Ronson brand, and create opportunities for innovative product development. The Ronson product line will continue to be marketed and sold under the Ronson name through its currently established sales and distribution channels.

According to Zippo President and CEO Greg Booth, "Adding the venerable Ronson trademark to our family of brands provides an opportunity to expand our business, particularly leveraging Ronson's competitive position in the lighter and fuels markets. We are very excited about the growth opportunities for both brands."

The Zippo purchase does not include the Ronson Aviation subsidiary of Trenton, NJ. Terms of the agreement were not disclosed by Zippo.

Zippo was founded by George G. Blaisdell in 1932. Other Zippo subsidiaries are W.R. Case and Sons Cutlery Company, Bradford, PA, and Zippo Fashion Italia, Vicenza, Italy. Ronson was founded as The Art Metal Works in 1886 by Louis V. Aronson and has been marketing lighters since 1913.

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