

## **Rapid Refill Ink Steps Into Spotlight**

*Franchisor Celebrates Listing on Toronto Stock Exchange*

June 8, 2007

(Minneapolis, Minn.)--- Rapid Brands Inc. and its wholly owned subsidiary, Rapid Refill Corp., launched a new chapter in the company's history Wednesday when it began trading on the Toronto Stock Exchange (TSX) Venture Exchange under the stock symbol RAP.

Rapid Refill Corp. is the Chanhassen, Minn.-based franchisor of Rapid Refill Ink stores specializing in remanufacturing and selling inkjet and laser toner cartridges for printers, copiers, fax machines and all-in-one machines at savings up to 50 percent below those of OEM (Original Equipment Manufacturer) cartridges.

Vice Chairman of the Board Roger Block and Director Mike Batt – who previously acquired Rapid Refill from founder Dan White in March 2005 – were present at TSX and rang the bell for the opening of the markets along with Steve Hockett, president and CEO of Rapid Brands Inc. There are currently 92 Rapid Refill Ink locations in 27 states.

“This signifies a very exciting time for Rapid Refill Ink,” Hockett said. “Over the next several years, we are looking forward to dramatic expansion around the globe.”

Hockett said Rapid Refill already has signed franchise agreements for 150 locations in the next several years. Its first international expansion will likely be to Canada within 12 months.

“The marketplace for remanufactured cartridges is significant,” Hockett said. “Demand is proven. With our new structure, Rapid Refill Ink is in position to open additional stores and build and expand our brand.”

The Rapid Refill Ink business model is easily scalable and Hockett said the company is expecting substantial growth from multi-unit franchisees who would each open three to five units over the next five to seven years.

JJR Capital Corp., a private merchant bank specializing in small- and middle-market public- and private-equity transactions, assisted Rapid Refill in identifying opportunities for growth and development of its business and operations.

“We are proud to sponsor exceptional U.S. emerging companies like Rapid Brands Inc. by introducing them to the innovative funding platform of the Capital Pool Program on the TSXV,” said Ronald D. Schmeichel, CEO and president of JJR Capital Corp.

Said Kevan Cowan, president of TSX Venture Exchange: “We are thrilled that Rapid Brands has chosen to list on TSX Venture Exchange. TSX Venture Exchange is unique in North America for offering financing, growth and trading opportunities specifically designed for small- and medium-sized public companies such as Rapid Brands.”