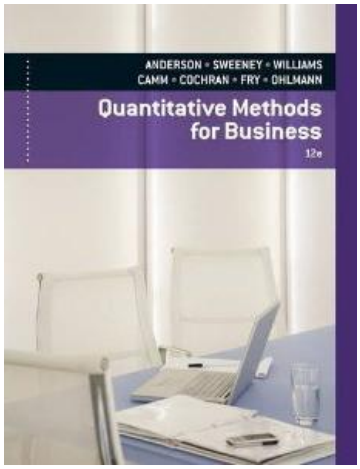
Forecast Calls for Business Textbook Featuring ACCO Brands Market Insight

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"Quantitative Methods" case study provides business acumen, innovation and true-life experiences from ACCO Brands' consumer goods market forecasting team

KETTERING, OHIO, [October 4, 2012] – ACCO Brands Corporation (NYSE:ACCO), a leader in branded office and consumer products and print finishing solutions, today announced that members of the company's market forecasting and strategic customer optimization teams are featured in a case study that is part of a recently published college textbook.



The 12th edition of *Quantitative Methods for Business* features an overview from ACCO Brands of actual business scenarios using market forecasting. Cited within this case study are Vanessa Baker, forecasting and distribution manager, and Dan Marks, strategic forecasting manager, both from ACCO Brands' Kettering, Ohio location. The textbook generally will be used by entry-level business students at colleges and universities across the country.

"My coauthors and I place great importance on providing students who use our textbooks with examples that illustrate real business applications of statistics, probability, operations research and analytics. The discussion of ACCO Brands' methods for forecasting demand in this textbook enhances and adds relevance to our readers' educational experience," said James Cochran, Bank of Ruston Endowed Research Professor at Louisiana Tech University. "We are indebted to ACCO Brands for providing us with information that enables us to give our readers practical and meaningful examples.

"We also look forward to including this material in the first edition of *Essentials of Business Analytics*, which is scheduled for publication in 2013," added Cochran.

The case study featuring Baker and Marks provided true-life examples of the challenges faced by market forecasters in the consumer goods industry. These challenges include working with a broad range of products spanning multiple market segments and determining forecasting methodologies by looking at order histories, trends and market indicators within the supply chain in order to forecast product demand 12-18 months ahead.

The inclusion of ACCO Brands in this textbook is another illustration of the company's leadership in the office and consumer products industry. Following the merger with MeadWestvaco's Consumer & Office Products division in May 2012, the company grew its portfolio of products and services to be the strongest in the industry and spanning into international markets.

About ACCO Brands

ACCO Brands Corporation is one of the world's largest suppliers of branded office and consumer products and print finishing solutions. The company's widely recognized brands include AT-A-GLANCE®, Day-Timer®, Five Star®, GBC®, Hilroy®, Kensington®, Marbig, Mead®, NOBO, Quartet®, Rexel, Swingline®, Tilibra®, Wilson Jones® and many others. More information about ACCO Brands can be found at http://www.accobrands.com.

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