

Secured Website Access Certification Form

To: AMERICAN ACHIEVEMENT CORPORATION
Attn: Investor Relations
7211 Circle S Road
Austin, Texas 78745
Facsimile No.: (866) 610-4524
Email: InvestorRelations@balfour.com

Ladies and Gentlemen:

The undersigned hereby represents and warrants to American Achievement Corporation (the "Company") as follows (please check boxes for those items that apply to you):

- It is the beneficial owner, or is acting on behalf of a beneficial owner, of the Company's 10.875% Senior Secured Notes due 2016 (the "Notes") in the amount set forth below.
- It is (i) a "qualified institutional buyer" (or "QIB") within the meaning of Rule 144A under the U.S. Securities Act of 1933, as amended (the "Securities Act"), (ii) an institutional investor that is an "accredited investor" within the meaning of Rule 501 of Regulation D under the Securities Act or (iii)(a) not a "U.S. person" as contemplated by Rule 903(a)(1) of Regulation S under the Securities Act or (b) a dealer or other professional fiduciary organized, incorporated or (if an individual) resident in the U.S. holding a discretionary account or similar account (other than an estate or trust) for the benefit or account of a non-U.S. person, as contemplated by Rule 903(a)(1) of Regulation S under the Securities Act (any such person satisfying the description of (i), (ii) or (iii), a "Qualifying Prospective Purchaser"), and, in the case of each of (i), (ii) and (iii), is considering acquiring any of the Notes for its own account or for a discretionary account or accounts on behalf of one or more Qualifying Prospective Purchasers (as to which it has been instructed and has the authority to make the statements contained herein).
- It is a reputable securities analyst who regularly covers or intends to cover the Company and the Notes, or is a reputable market maker who regularly makes or intends to make a market in the Notes.
- It is a broker or dealer registered under the Securities Exchange Act of 1934, as amended.

The undersigned understands that it is providing the information contained herein solely for purposes of enabling the Company to determine whether the undersigned should receive access to the password protected online data system (the "Secured System") on which the Company provides annual and quarterly reports and certain other information relating to its business, in accordance with the indentures relating to the Notes. The undersigned also understands that the Company expressly reserves the right to deny revoke access to any person at its discretion if the Company is not satisfied that such person meets the stated requirements.

The undersigned represents and warrants that it is not a competitor of the Company or a person working on behalf of a competitor of the Company and is not seeking access to the Secured System for the purpose of obtaining information in order to compete with the Company.

The undersigned agrees that (1) it will not copy, reproduce or retransmit any part of the documents contained on the Secured System or transmitted through the Company's periodic conference calls, (2) it will not distribute or transmit any part of such materials or disclose any of their contents to anyone other than, if applicable, the aforementioned beneficial owners on whose behalf the undersigned is acting and (3) it will notify the Company if any of the representations it makes in this letter cease to be correct.

Secured Website Access Certification Form

Very truly yours,

Dated: _____

If applicable, please indicate below the aggregate principal amount of Notes held

Amount held: \$ _____

By: _____
(Signature)

(Name)

(Title)

(Institution)

(Address)

(City/State/Zip Code)

(Country)

(Phone)

(Facsimile)

(Email)