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September 21, 1999

Via Federal Express

Top Hat Plan Exemption
 Pension and Welfare Benefits Administration
 Room N-5644
 U.S. Department of Labor
 200 Constitution Avenue N.W.
 Washington, DC 20210

Dear Sir or Madam:

Jostens, Inc. has entered into Executive Supplemental Retirement Agreements with two of its executives. Pursuant to 29 CFR § 2520.104-23, declaration is hereby made that the Agreements are maintained primarily for the purpose of providing deferred compensation to a select group of management or highly compensated employees and the following information is being submitted with respect to the Agreements:

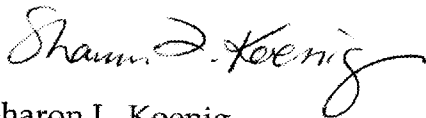
1. Employer's Name and Address:
 Jostens, Inc.
 5501 Norman Center Drive
 Minneapolis, MN 55437
2. Employer's Identification Number: 41-0343440
3. Other Plans or Arrangements which may be unfunded pension plans maintained by Jostens, Inc. for a select group of management or highly compensated employees and the number of employees in each plan as of July 1, 1999:
 - Jostens, Inc. Supplemental Pension Plan: 28
 - Executive Supplemental Retirement Agreements: 12
 - Supplemental Executive Retirement Plan of Hunter Publishing Company: 6
 - Jostens, Inc. Deferred Compensation Plan: 12
 - Jostens, Inc. Executive Severance Pay Plan: 20
 - Jostens, Inc. Executive Change in Control Severance Pay Plan: 20

The Agreements will be furnished to you upon request.

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Should you have any questions regarding this matter, we would appreciate your contacting the undersigned at (612) 830-8428.

Very truly yours,



Sharon L. Koenig
Senior Paralegal and
Stock Plan Administrator

cc: William J. George
Rodney Jordan
Pam Feldt
Bradley S. Keil