

***Case No COMP/M.3549 -
KKR / DLJ / JOSTENS -
VON HOFFMANN -
ARCADE***

Only the English text is available and authentic.

**REGULATION (EEC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 16/09/2004

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 16/09/2004

SG-Greffe(2004) D/204041-42

PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying parties

Dear Sirs,

Subject: Case No. COMP/M. 3549 – KKR / DLJ / JOSTENS - VON HOFFMANN - ARCADE
Notification of 18/08/2004 pursuant to Article 4 of Council Regulation (EC) No. 139/2004¹
Publication in the Official Journal of the European Union No. C 214 dated 26/08/2004, page 4

1. On 18/08/2004, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004¹ by which the undertakings Kohlberg Kravis Roberts & Co. L.P. ("KKR"; USA) and DLJ Merchant Banking III, Inc. ("DLJ "; USA), which belongs to the Credit Suisse group ("CS"; Switzerland), acquire within the meaning of Article 3(1)(b) of the Council regulation joint control over the undertakings Jostens, Inc. ("Jostens", USA), The Von Hoffmann Corporation ("Von Hoffmann", USA) and AKI, Inc. ("Arcade", USA) by way of purchase of shares.

¹ OJ L 24, 29.1.2004 p. 1

2. The business activities of the undertakings concerned are:
- for KKR: financial investment;
 - for DLJ: financial investment;
 - for CS: banking and insurance;
 - for Jostens products for school-related celebrations;
 - for Von Hoffmann: printing of educational textbooks;
 - for Arcade: marketing services.
3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5, subparagraph b of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No139/2004².
4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No. 139/2004.

For the Commission

Mario MONTI
Member of the Commission

² Available on DG COMP website:
http://europa.eu.int/comm/competition/mergers/legislation/consultation/simplified_tru.pdf.