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*For Immediate Release*

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## **ENESCO AGREES TO ACQUIRE CHARMING TAILS BRAND**

*Acquisition Reinforces the Company's Focus on Branded Growth in the Global Gift Market*

**Itasca, Ill. – April 21, 2009** – Enesco, LLC, a global leader in the giftware and home and garden décor industries, today announced an agreement to acquire the Charming Tails brand and certain other related assets from Fitz and Floyd, Inc. Charming Tails is a collection of resin figurines created by artist Dean Griff. In the 15 years since Charming Tails was first introduced, Griff has incorporated over 1500 designs into an endearing collection of woodland animals that has attracted a loyal and enthusiastic group of collectors.

“I am excited about my new relationship with Enesco and the enormous opportunity it offers for the growth of the Charming Tails brand,” said Dean Griff. “I look forward to working with Enesco to bring the quality and heartwarming designs of Charming Tails to new consumers worldwide.”

Enesco expects to introduce the Charming Tails line to retailers during the Summer Gift Shows in June, after the completion of the sale in May. Enesco also plans to provide retailers attending the Atlanta and Dallas Shows with the opportunity to personally meet artist Dean Griff.

“Dean’s wit, charm, and endless creativity have helped Charming Tails build an enviable collection of dedicated followers,” said Matt Bousquette, Executive Chairman of Enesco, LLC. “Enesco is focused on global expansion by developing a strong and sustainable portfolio of brands; Charming Tails and Dean Griff represent the ideal blend of an enduring brand invigorated by Dean’s artistic creativity. We welcome Dean to our Enesco family. We also look forward to adding other great designers and brands to our family in the future.”

Charming Tails joins Enesco’s other recently acquired or licensed brands, including: Gund®, The Boyds Collection®, Our Name is Mud®, Country Artists®, Bob Olszewski’s Gallery of Light™, My Soul’s Window™, and The Potter’s Shed™ by Michael Macone.

### **About Enesco, LLC.**

Enesco, LLC, is a global leader in the giftware, and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, as well as mass-market chains and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia and Asia. The company’s product lines include some of the world’s most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, Gund®, Boyds®, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, Bilston & Battersea Enamels®, and Lilliput Lane®, among others. Further information is available on the company’s website at [www.enesco.com](http://www.enesco.com).

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