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For Immediate Release

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ENESCO SIGNS LONG-TERM STRATEGIC AGREEMENT WITH THE BOYDS COLLECTION

Agreement underscores the company's continued growth in the global gift market

Itasca, Ill. – May 6, 2008 – Enesco, LLC, a leader in the gift, and home and garden décor industries, today announced the signing of an exclusive, long-term, worldwide, strategic agreement with The Boyds Collection, Ltd. Under the agreement, Boyds grants Enesco a license to design, manufacture and market certain products and brands of Boyds beginning May 6. The agreement covers a broad variety of formats and categories including plush, resin, ceramic and other materials. Enesco will also acquire select assets of Boyds and hire certain Boyds employees who will continue to be based in Pennsylvania. Boyds sells its products through an extensive network of independent gift and collectibles retailers, premier department stores and select national accounts, as well as its retail store in Gettysburg, Penn.

“Boyds has been a unique and important brand among collectors in our business for almost 30 years. It is with great excitement and a keen sense of responsibility to the brand’s historical roots that we have formed this strategic relationship,” said Matt Bousquette, Executive Chairman of Enesco, LLC. “It is our intention to infuse creativity and investment into the design and marketing of the brand, while building upon the key elements which have made it successful for so many years. We plan to expand the existing line and create new products that will excite both retailers and Boyds consumers, alike.”

The licensing agreement with Boyds builds on Enesco’s strategy of aggressive global growth in the gift, garden and home décor markets through internal growth, licensing and acquisitions. This represents the addition of another major brand to the Enesco portfolio, which joins recently added brands: Our Name is Mud[®], Country Artists[®], Bob Olszewski’s Gallery of Light[™], philoSophie’s[®] and Jubilee Art[™].

“The strength of our portfolio of brands will continue to drive profitable business into retail stores by providing a wide array of highly appealing products to meet consumers’ needs,” said Bousquette.

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 and Canada, Enesco serves markets operating in Europe, the Americas, Canada, Australia and Asia. The Company’s product lines include some of the world’s most recognizable brands, including Heartwood Creek[®] by Jim Shore, Foundations[®], Our Name is Mud[®], Circle of Love, Country Artists[®], Pooh & Friends[®], Walt Disney Classics Collection[®], Disney Traditions[™], Disney[®], Border Fine Arts[™], Cherished Teddies[®], Bilston & Battersea Enamels[®] and Lilliput Lane[®], among others. Further information is available on the Company’s Web site at www.enesco.com.

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