



enesco®

For Immediate Release

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ENESCO ANNOUNCES STRATEGIC LICENSING AGREEMENT WITH THE POTTER'S SHED AND MICHAEL MACONE

Global gift market leader broadens portfolio with additional pottery, ceramic offerings

Itasca, Ill. – Sept. 9, 2008 – Enesco, LLC, a leader in the gift, and home and garden décor industries, today announced the signing of a licensing agreement with artist Michael Macone. Based in Shell Lake, Wisconsin, Macone has created a line called The Potter's Shed, a brilliant collection of contemporary ceramic art work. The brand is known for classically unique handmade home and garden décor and accessories. Enesco expects to launch The Potter's Shed line in January, 2009.

“We are thrilled to partner with Enesco,” said Macone. “The company's global leadership grants us a great opportunity to grow and share our designs worldwide, something we could never do with our own resources. For many years our loyal customers from across the U.S. have enjoyed our gallery and studio here in northwest Wisconsin. Now with Enesco we have the ability to present our work to the world marketplace.”

“Michael's talent and artwork is unique, and The Potter's Shed is a perfect addition to Enesco's portfolio of brands,” said Matt Bousquette, Chairman of Enesco, LLC. “We look forward to sharing Michael's sought-after talent and artwork with an even larger audience of retailers and consumers who have come to expect only the best artists and brands under the Enesco umbrella. We will continue to focus on seeking out and partnering with the most creative and innovative artists in the industry, and this is another important step in that direction.”

The agreement with The Potter's Shed builds on Enesco's strategy of developing a balanced portfolio of unique and differentiated brands through internal development, licensing and acquisitions. The Potter's Shed joins other recently added brands that include: GUND®, The Boyds Collection®, Our Name is Mud®, Country Artists®, Bob Olszewski's Gallery of Light™, philoSophie's® and Jubilee Art™.

About Enesco, LLC.

Enesco, LLC, is a global leader in the giftware, and home and garden décor industries. Serving more than 50,000 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 recognizable brands, including *Heartwood Creek*® by *Jim Shore*, *Foundations*®, *Our Name is Mud*®, *Boys*, *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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