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ENESCO DEBUTS MORE THAN 1,500 NEW ITEMS DURING 2010 SUMMER GIFT SHOWS

Itasca, Illinois (July 14, 2010) – With the premiere of 17 all-new collections and more than 1,500 new items across its family of brands, global gift and home/garden décor leader Enesco, LLC, has planned the largest summer market introduction in its history. The company is leveraging its strong licensing partnerships and broad portfolio of talented artists to bring an unprecedented array of innovative new products to retailers.

“The synergy we have created through the combination of Enesco, Department 56, Gregg Gift and GUND has enabled us to deliver an extraordinary array of fresh, new collections in a variety of formats,” said Enesco Chairman Matthew Bousquette. “By leveraging the talents of our in-house design team and outside artist partners, we are applying new levels of innovation to a trend-right breadth of brands and products that consumers will enjoy giving and receiving.”

Retailers have already expressed enthusiastic support for fresh designs from the most popular and established Enesco brands, including *Heartwood Creek by Jim Shore*, *Our Name is Mud*, *The Trail of Painted Ponies*, *Department 56*, and *GUND*.

Additionally, Enesco raises the curtain on 17 never-before-seen collections that cover the spectrum of gift-giving and receiving. Highlights from the company’s new 2010 collections include:

- ***Experience the Magic of Disney*** – Enesco now offers one of the widest and most varied assortments of Disney merchandise, featuring home décor, garden accessories and gift items that deliver “Disney magic.” In addition to such popular and endearing collections as *Disney Traditions by Jim Shore*, *Disney Villages from Department 56*, and *Gallery of Light by Bob Olszewski*, the all-new Disney collections from Enesco for Summer 2010 include:
 - ***Disney by Britto*** – Internationally acclaimed artist and pop culture icon Romero Britto applies his unique, bold designs to a collection celebrating the magic of Disney, including distinctive boxes, Mickey Mouse figures and votive holders. Art enthusiasts, Britto fans and Disney collectors alike will be captivated by Britto’s original take on classic Disney characters.
 - ***Disney Garden*** – The timeless and spirited personalities of Tinker Bell and the Fairies of Pixie Hollow are the perfect match for this collection of wind chimes, planters, a bird feeder, solar-powered planters and garden fountain – all guaranteed to bring a smile to every gardener’s face.
- ***Enesco Artist Gallery “The Art of Tea”*** – Inspired by one of the most highly collected household essentials, fourteen Enesco artists have contributed their creative designs to a line of fun and functional teapots. Designs range from fully functional teapots by artists Jim Shore, Lorrie Veasey and Karen Hahn, to whimsical plush teapot bears from the creative folks at Boyds and a delightful porcelain box created by Department 56 *Snowbabies* artist Kristi Jensen Pierro.

- **WILLIAMSBURG** – Inspired by the archives of America’s oldest living history museum, Enesco has partnered with Colonial Williamsburg to introduce two new collections that celebrate the nation’s founding:
 - **Department 56** introduces a collection of timeless new WILLIAMSBURG collectibles inspired by Colonial Williamsburg’s elegant Historic Area. The collection includes the iconic Bruton Parish Church, the Taliaferro-Cole House, and Taliaferro-Cole Shop – all replicas of original 18th-century buildings in Colonial Williamsburg’s Historic Area.
 - **Heartwood Creek by Jim Shore WILLIAMSBURG Collection** captures the history of Colonial Williamsburg with a new line of mementos for holiday and year-round enjoyment. The collection includes an 18th-century milliner – the first in a series of characters that will depict period trades people still found today throughout the Historic Area. New designs also include an angel, Noah’s Ark, and rare farm animals bred during the Colonial era.
- **Odds n’ Ends** – Americans have embraced flea-market chic and “found object” art, mixing old and weathered looking items in a chic, nostalgic way. Artist Lori Siebert creates extraordinary items out of ordinary objects for this line of heartfelt handicrafts, which includes figurines, plaques and gift tags with decoupage snippets of storytelling to engage and delight.
- **Lifelines** – Unique and original desk accessories with fresh designs and inspirational messages designed to fuel confidence, motivation and a positive attitude. The line reinvents everything from the tape dispenser to a pen holder with contemporary, clean designs that will reenergize any work space.
- **Kitschy Katz** – Contemporary feline designs by California Artist Ken Wong, the Kitschy Katz collection combines an Art Deco cat form with distinctive colors and artistic flourishes. This new line is now available for immediate shipment from Enesco.
- Plus, introducing **VeggieTales** from GUND and Gregg Gift. Plush toys and giftware items including meal sets, picture frames and backpacks – all featuring the world’s most popular and best-selling talking vegetables and their positive, affirming messages.

High-resolution images of all new 2010 introductions are available from Enesco Corporate Communications.

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, mass-market chains and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada, Hong Kong and China, 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*®, *Gund*®, *Our Name is Mud*®, *Boyd’s*®, *Department 56*®, *Villages*®, *Country Artists*®, *Walt Disney Classics Collection*®, *Disney Traditions*™, *Border Fine Arts*™, *Cherished Teddies*®, *The Trail of Painted Ponies*®, and *Lilliput Lane*®, among others. For more information, visit www.enesco.com.

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