



enesco.

For Immediate Release

Contact: **Jeffrey Smith**
Enesco Corporate Communications
1-630-875-5464
jsmith@enesco.com

**ENESCO NAMES LINDA G. SIMPSON
VICE PRESIDENT OF CREATIVE DEVELOPMENT**

*Award-winning Gift Industry Executive Will Lead Licensing and Creative
Development for Enesco Gift and Department 56 Lines*

Itasca, Illinois – December 16, 2009 – Enesco, LLC, a global leader in giftware and home and garden décor, today announced the appointment of Linda Simpson as the company's vice president of creative development. Simpson reports to Sujata Luther, Enesco managing partner and executive vice president.

Simpson, an award-winning gift industry executive with more than three decades of experience in the category, will lead the global creative and design function at Enesco and Department 56, and expand Enesco's licensing initiatives and relationships with outside artists.

She is the former vice president of product development at Demdaco's Silvestri division, where her responsibilities included managing global design teams. Earlier in her career, Simpson led product design for home furnishings and other categories at Associated Merchandising Corp., which is now the global sourcing division of Target Stores. Simpson's giftware industry expertise includes global licensing programs, trend forecasting, strategic planning and artist relations programs.

Simpson launched her career as an assistant buyer in the gifts division of Bloomingdale's, moving into positions of increasing responsibility before joining the parent of Silvestri in 1992 in a product development capacity. She holds a bachelor of science degree in studio art from Skidmore College.

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 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®, Department 56® Villages, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, The Trail of Painted Ponies™, Bilston & Battersea Enamels®, and Lilliput Lane®, among others. For more information, visit www.enesco.com.

###