



N.C. Cameron is Now Enesco Canada!

New Year – New Name

Toronto, ON – January 1st, 2009 – After 81 years of giftware excellence in Canada, N.C. Cameron & Sons, Limited, the Canadian subsidiary of Enesco, LLC, announced today that it has changed its business name to Enesco Canada Corporation, effective immediately. The name change was undertaken to better represent Enesco, LLC's expanding range of worldwide capabilities, and the continuing globalization of the Enesco business.

N.C. Cameron & Sons, Limited, founded in 1927, was purchased in 1988 by an affiliate of Enesco. N.C. Cameron's conversion to the name Enesco Canada Corporation signals the Company's commitment to Enesco, LLC's mission of building a global company and a world class organization.

The company has unveiled a new corporate logo to serve as the company's brand identity. In addition, Enesco Canada Corporation has redesigned its Web site at www.enescocanada.com. Additional information about the company, its products, services, historical information and more, is available on the Web site.

The new corporate look will be unveiled at the 2009 Spring CGTA Gift Show, January 25th-29th in Toronto, Canada. Please visit us in Hall 2 of the International Centre, booths 2000, 2100 and 2200.

"Under our new company name, our customers and business partners can be assured that we will go even further to deliver the unparalleled commitment to quality products and fine service on which we have built our reputation in the industry," said Craig Cameron, president of Enesco Canada Corporation. While the name change will be evident on all mailings and promotional materials, the company's business address and contact numbers will remain unchanged.

"At a time of globalization, with enterprises competing internationally, N.C. Cameron's adoption of a new name indicates our Company's expanded vision and commitment," stated Matthew Bousquette, Executive Chairman of Enesco. "As we begin this new chapter, we embrace the change not as a conclusion but rather the beginning of accelerated global success. With broader aspirations in mind, Enesco Canada will continue to thrive, under the Enesco, LLC umbrella, as Canada's leader in the giftware industry."

ENESCO CANADA CORPORATION now joins in name ENESCO LIMITED in the UK, ENESCO FRANCE and ENESCO HONG KONG as valued divisions of the growing ENESCO organization. Enesco, LLC's vision, shared by its subsidiaries, is to become the global leader in the gift and garden/home décor industry, with creativity, innovation, passion and quality as our driving philosophy.

About Enesco Canada Corporation

Enesco Canada Corporation, a subsidiary of Enesco, LLC, is a leading gift, collectable, and decorative accessory designer, importer, and distributor, servicing specialty retailers and mass marketers in the Canadian market.

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PR N.C. Cameron Now Enesco Canada!