



For Immediate Release:
December 17, 2008

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Our Name is Mud Joins in Reindeer Games **(Our Name is Mud to release Rudolph based Product Line)**

New York, NY, December 17, 2008: Our Name is Mud®, a division of Enesco, LLC., is pleased to announce the introduction of a new line of ceramics based on Rudolph the Red-Nosed Reindeer®. Our Name is Mud will debut their new Rudolph® line at the Winter 2009 gift shows beginning this January. The line includes mugs, platters, plaques and ornaments.

Our Name is Mud designer Lorrie Veasey says “It has been exciting to take a classic, feel-good brand like Rudolph and put a whimsical and contemporary spin on it. At the end of the day, the Rudolph themes of friendship, self love and individual quirkiness are themes that recur in many MUD pieces. We are all about making people feel special and making people feel loved; we have a nose for brands that make people feel the same way.”

Our Name is Mud uses food safe, high density dolomite ceramic, the most chip resistant and highest quality earthenware on the market. Each piece is microwave and dishwasher safe. Our Name is Mud is a perfect marriage of art and functionality; each piece is carefully constructed and hand painted, and made to be used and enjoyed on a daily basis.



See the new line at these upcoming gift shows.

January 6-14, 2009 ATLANTA, GA
Atlanta International Gift & Home Furnishings Market
Giftmart - Building #2 - Enesco Showroom Suite 819

January 14-20, 2009 DALLAS, TX
Dallas Total Home & Gift Market
Trade Mart - Enesco Showroom Suite 1600 *New Location*

January 15-21, 2009 CHICAGO, IL
Chicago Market: Living & Giving
Merchandise Mart Suite 13-423 *New Location*

Jan 16-19, 2009 LOS ANGELES, CA
L.A Mart Gift Show
Enesco Temporary Booth 2-302 *New Location*



January 17-20, 2009 KING OF PRUSSIA, PA
The Philadelphia Gift Show
Booths 430, 530 and 630

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 massmarket 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*, *GUND®*, *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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