



*For Immediate Release*

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## **ENESCO FORMS NEW LICENSING RELATIONSHIP WITH THE TRAIL OF PAINTED PONIES**

Itasca, Illinois – October 26, 2009 – Enesco, LLC, a global leader in the giftware and home and garden décor industries, announced a new licensing relationship today with The Trail of Painted Ponies, one of the premier fine art and collectibles brands in North America.

The Trail of Painted Ponies stamped into the gift and collectible scene seven years ago and has become an inspiring success story. Started as a public art project in Sante Fe, N.M., The Trail of Painted Ponies is now an internationally recognized brand. Each Painted Pony has a unique authenticity, as it begins as an original work of art created by an individual artist. Painted Ponies are supported by bestselling books, an award-winning Web site and companion merchandise.

Beginning in January 2010, Enesco will craft and distribute The Trail of Painted Ponies figurines and companion collectibles and will introduce noteworthy new extensions to the beloved brand.

“Each Painted Pony in The Trail of Painted Ponies line is an original work of art that tells its own unique story,” said Matt Bousquette, executive chairman of Enesco, LLC. “We look forward to not only sharing these stories with our global audience, but also to continuing to invigorate the collection with exceptional new Ponies for the brand’s loyal followers, who are passionate about collecting and gifting them. The Trail of Painted Ponies has strong recognition as a top collectible in its category, and we are pleased to welcome it to our growing stable of distinguished brands. This alliance is yet another important step in Enesco’s strategy of partnering with the most creative and innovative artists in the industry.”

“We look forward to embarking on our new relationship with Enesco, and utilizing Enesco’s global resources to expand into new frontiers in the fine art, collectible and home décor industries while maintaining the artfulness and integrity our brand is built on,” said Rod Barker, chief executive officer, The Trail of Painted Ponies.

The relationship with The Trail of Painted Ponies builds on Enesco’s strategy of growth via strategic acquisitions, licensing and internal brand development. The Trail of Painted Ponies joins Enesco’s family of distinguished brands, including Heartwood Creek® by Jim Shore, Our Name is Mud®, Foundations®, Charming Tails®, Department 56® Villages, Snowbabies™, My Soul’s Window™, Cherished Teddies®, Gund® and Boyds®.

### **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®, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, 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](http://www.enesco.com).

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