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ENESCO TO BRING “VEGGIETALES” CHARACTERS AND MESSAGES INTO CONSUMERS’ HOMES WITH INNOVATIVE NEW PRODUCT LINES

Licensing Agreement with Big Idea, Inc., to Include Plush Toys from Gund, and Faith-Based Gifts, Home Décor and Accessories from Gregg Gift Division

Itasca, Illinois – January 7, 2010 – Enesco, LLC, a global leader in the gift and home/garden décor industries, today announced plans to enter into a licensing relationship with Big Idea, Inc., to develop and distribute new products featuring the award-winning *VeggieTales* characters and their affirming, faith-based messages.

The partnership with Big Idea will leverage Enesco’s unique ability to develop products in multiple categories and channels utilizing its broad portfolio of brands, including its Gund plush division, as well as its Gregg Gift division, one of the nation’s leading producers of faith-based gift products.

“Enesco has a commitment to quality and innovation that is closely aligned with the values of Big Idea and our *VeggieTales* series,” said Leslie Ferrell, general manager, Big Idea, Inc. “We are excited to reach consumers through Enesco’s broad mix of retail channels, and to share the *VeggieTales* messages through new products that have proven appeal to children and families.”

“The timeless lessons in family values shared in *VeggieTales* shows have touched generations of consumers, making this a particularly exciting addition to Enesco’s growing portfolio of licensed brands” said Jane Charette, general manager of Enesco’s Gregg Gift division. “We look forward to offering new *VeggieTales* products, with our growing audience of retailers and consumers.”

The relationship with Big Idea, Inc./*VeggieTales* builds on Enesco’s strategy of growth via innovative licensing agreements, strategic acquisitions, and internal brand development. Enesco’s Gund division has been producing the world’s most huggable plush toys since 1898. Gregg Gift is one of North America’s leading producers of faith-based gifts, home décor and accessories, with celebrated artists that include Thomas Kinkade, Lorrie Veasey and Kim Lawrence.

VeggieTales products from Enesco are expected to be offered to retailers by midyear 2010 and be available in stores by the fall.

About Big Idea, Inc.

Big Idea, Inc. is the leading faith-based studio and producer of children's and family programming, characters and brands. Since 1993, Big Idea's best-selling animated series *VeggieTales*® has sold 53+ million videos, 13 million books and more than 7 million CDs. *VeggieTales*® and Big Idea's property, *3-2-1 Penguins!*®, enjoyed four seasons as top-rated series on NBC Saturday mornings, Telemundo and ION TV via the *qubo*® children's programming block. The studio's two theatrical releases, *Jonah-A VeggieTales Movie*® (2002), and Universal Pictures' and Big Idea's *The Pirates Who Don't Do Anything™-A VeggieTales Movie*® (2008), are distinguished among the top ten most successful faith-based films of all time. Big Idea also maintains an extensive presence in publishing, licensing and live entertainment arenas. For more information on Big Idea, visit: www.bigidea.com.

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®, 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.

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