



**For Immediate Release**

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**Enesco Appoints Bruce S. Raiffe President of GUND**  
Bruce Raiffe Rejoining Business He Grew Up In

Itasca, Ill. – February 9, 2011 – Enesco, LLC, a global leader in the giftware, plush toys and home décor industries, announced today the appointment of Bruce S. Raiffe as President of GUND, a wholly-owned subsidiary of Enesco.

Mr. Raiffe rejoins GUND after serving as a consultant to the company for two years. Spending the majority of his career at GUND in various positions including CEO and Chairman, Mr. Raiffe brings significant expertise and knowledge of both the plush industry and the company itself. Mr. Raiffe's family owned and operated GUND through three generations prior to being sold to Enesco.

Commenting on the announcement, Thomas G. Bowles, Chief Executive Officer of Enesco said, "We are extremely excited that Bruce has decided to join GUND again." He added, "I cannot think of anyone more qualified to take the reins. No one understands the GUND brand, its customers and products better than Bruce who grew up in the company and is so passionate about the business and its success."

Bruce Raiffe said, "I am thrilled to be heading up GUND once again. This company is one I love and my goal is to restore growth through integrity of superior designs, manufacturing quality and outstanding customer service."

Mr. Raiffe has over 30 years experience at GUND having worked in various positions including Company President from 1993 to 2005 and Chairman and CEO from 2005 to 2008. He attended The Wharton School concentrating in accounting and economics.

## 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 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®, and Lilliput Lane, among others. For more information, visit [www.Enesco.com](http://www.Enesco.com).

## About GUND

Gund is a wholly owned subsidiary of Enesco, LLC specializing in plush products. GUND is a well-recognized global brand, and is revered for producing the world's most huggable plush bears and animals and gift products since 1898. The company is based in Edison, New Jersey. GUND products can be found in more than 15,000 retail outlets including gift, specialty, floral, toy, book, museum and department stores. For more information, visit [www.GUND.com](http://www.GUND.com).