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For Immediate Release

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ENESCO ACQUIRES OUR NAME IS MUD

Itasca, Ill. – September 28, 2007 – Enesco LLC, a global leader in the giftware and home/ garden décor market, today announced the Company’s second acquisition with the purchase of the assets of Mud Productions, Inc. DBA Our Name Is Mud, a leader in the ceramic giftware industry.

The acquisition of Our Name Is Mud builds on Enesco’s strategy of developing a balanced portfolio of unique and differentiated global brands. Our Name Is Mud brings contemporary designs and occasion-driven product themes to Enesco’s current stable of brands. Known for its bold, fresh and whimsical pottery designs, Our Name Is Mud product formats include mugs, platters, plates, personalizable pottery and other ceramic tabletop assortments.

Enesco will introduce the newest Our Name Is Mud product offerings to retailers during the Company’s corporate show in Itasca in October. Lorrie Veasey and her husband, Kip, will join Enesco and maintain future introductions that are true to her artistic vision and retailer expectations.

“We are very excited to be joining a company that is investing in growing its portfolio of products and is passionate about bringing those quality products to market,” said Lorrie Veasey. “Our Name Is Mud has a following of dedicated fans, from both the retail and consumer perspective. With its focus on creativity and design, Enesco is a great home for us and our product line. They have the capability to further market the brand and our unique designs to new consumers worldwide.”

Matt Bousquette, Chairman of Enesco, LLC, added, “We are very pleased to have Lorrie’s creative talent join the Enesco family and integrate Our Name Is Mud into our portfolio. We share Lorrie and Kip Veasey’s vision of growth for their brand and look forward to working with them to bring Our Name Is Mud to the global marketplace. The acquisition continues Enesco’s strategy of aggressive global expansion in the gifts and home/garden décor markets through internal growth, licensing and acquisitions. We look forward to having other great designers and brands join the company in the near future. We are just beginning to unlock the full potential of our business, as well as that of the gift industry.”

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, as well as mass-market chains and direct mail retailers. With subsidiaries in the United Kingdom, France and Canada, Enesco serves markets operating in Europe, the Americas, Canada, Australia and Asia. The Company’s product lines include some of the world’s most recognizable brands, including *Heartwood Creek*® by Jim Shore, *Foundations*®, *Pooh & Friends*®, *Walt Disney Classics Collections*®, *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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