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INTRODUCING *KITSCHY KATZ* – THE “PURR-FECT” GIFT FOR CAT LOVERS, NOW AVAILABLE NATIONWIDE

Enesco Partners with Artist Ken Wong to Expand Availability of Creative Cat-Inspired Figurines

Itasca, Illinois (June 23, 2010) – Fans of the feline will love the unique and original collection of Kitschy Katz designs, created by California artist Ken Wong. Introduced in 2008 to acclaim from style icons and cat enthusiasts alike, each Kitschy Katz piece begins with an Art Deco-inspired feline form, on which Wong applies a variety of art styles and motifs – ranging from images of clouds (named “Sky”), to a racetrack-inspired checkered flag (“Naskat”).

Global gift and home/garden décor leader Enesco, LLC, is bringing the collection to fine gift retailers this summer, with immediate availability of Wong’s original line of figurines. The collection will be featured in the Enesco showrooms at summer gift shows in Dallas, Atlanta, Chicago and Philadelphia.

“My vision for Kitschy Katz is to have a collection of 101 original designs, each inspired by a different aspect of everyday life – from the simple to the sublime,” said Wong. “I am excited to partner with Enesco to bring the Kitschy Katz collection to retailers across the U.S. and Canada this year.”

Each Kitschy Katz figurine measures 6” in height, and comes with its own individual charm pendant that reflects the unique design of the figurine. For example, “Sunflower” is painted to resemble a giant sunflower plant (with a cluster of seeds painted on the cat’s nose), and wears a sunflower seed charm. “Naskat” wears a charm of car-inspired fuzzy dice. Each has a suggested retail price of \$21.99.

To engage an active community of Kitschy Katz enthusiasts online, Wong created a “Kitschy Kat Was Here” Facebook promotion. Photos have poured in featuring Kitschy Katz with their proud owner in such destinations as London, Alaska, Iceland and Tahiti. Fans may also follow Kitschy Katz via Twitter, @KitschyKatz, for occasional “mewsings” and “inspurrations” from the artist.

Retailers interested in stocking Kitschy Katz may contact Enesco at 1-800-4-ENESCO. Consumers looking for a nearby retailer may call 1-800-NEAR-YOU for information.



“Salt”

Introducing the *Kitschy Katz* Collection from Enesco – The Original Katz



Sky



Copper



Dotty



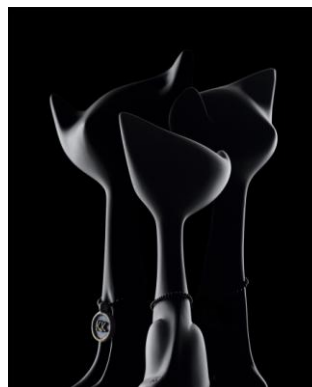
Salt



Aqua



Naskat



Pepper



Sunflower

NOTE TO EDITORS: Product samples and/or high-resolution digital images of all items shown are available from Enesco Corporate Communications (630-875-5464 or jsmith@enesco.com). *Kitschy Katz* figurines are available at card and specialty gift retail stores nationwide. Suggested retail price is \$21.99. Additional product information available at www.Enesco.com.

About the Artist: Ken Wong

Ken Wong, creator and designer of the Kitschy Katz collection, is an accomplished professional photographer and designer in Southern California's South Bay area.

Born and raised in Phoenix, he graduated from Arizona State University with a business degree. Ken then moved to California to obtain a Bachelor of Arts degree in photography from Art Center College of Design in Pasadena. Upon graduating he opened his own photography studio in the Los Angeles area in 1981.



Ken's inspiration for Kitschy Katz came from an idea to combine the elegance of the feline form with modern, art deco designs.

Through his new partnership with Enesco, Ken's new designs explore even more genres and influences, providing a style to match every taste.

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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*®, *Boys*®, *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. Further information is available on the company's Web site at www.enesco.com.