



For Immediate Release

Contacts:

For GUND:

Jeffrey Smith
630-875-5464
jsmith@enesco.com

For happi by Dena Designs, Inc.

Alex Meisel
805-212-4907
alex@denadesigns.com

Retailer Inquiries: 1-800-436-3726

DENA DESIGNS AND GUND PARTNER ON “HAPPI” SOFT TOYS

Lafayette, CA and Edison, NJ (October 6, 2010) – Dena, the award-winning creative force and lifestyle designer behind Dena Designs®, and GUND®, known for creating the world’s most huggable plush, are launching a full range of developmental activity plush toys based on designs from the "happi by Dena®" line. The new line, which features brightly colored plush characters that help toddlers identify numbers, shapes, colors and textures, will be showcased at the ABC Kids Expo in Las Vegas Oct. 10-13, 2010, in the Dena Designs booth (#7525).

“We are thrilled to partner with GUND,” said Alex Meisel, Dena Designs’ licensing agent. “GUND has a long track record for quality products, creative designs and attention to detail that fits perfectly with our core brand values.”

Artist, illustrator, TV host and widely syndicated newspaper columnist, Dena is an internationally acclaimed designer whose signature blend of joyful colors and prints warms hearts – and homes – the world over.

“By combining Dena’s joyful, vibrant and colorful designs with GUND’s ability to create toys that are uniquely huggable, we have created a fun and educational collection that will appeal to style-conscious parents looking for fresh, engaging developmental tools,” said Vince Smart, vice president of marketing for GUND.

Dena is a growing force in the world of home decor, with three adult bedding collections under the Dena Home label at Bed, Bath, & Beyond. For children, Kids Line by Dena™ bedding is currently available at Babies R Us, with "happi by Dena" bedding available next spring.

About GUND:

GUND is the plush products division of Enesco, LLC, a global leader in the gift and home/garden décor categories. GUND has been producing the world’s most huggable plush designs and gift products since 1898, and was acquired by Enesco in 2008. Serving more than 44,000 customers worldwide, Enesco distributes products to specialty card and gift retailers, home décor boutiques, department stores, mass-market chains and direct-mail retailers. For more information, visit www.GUND.com

For more information about Dena Designs, visit www.denadesigns.com