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**GUND® IS CELEBRATING 30TH BIRTHDAY OF SNUFFLES® IN 2010
WITH YEAR-LONG CELEBRATION AND SPECIAL LIMITED EDITION PRODUCTS**

**One-Of-A-Kind Signature Snuffles® Valued at \$10,000
To Be Unveiled At Toy Fair 2010**

EDISON, N.J., February 1, 2010 – In 1980, GUND®, the leading soft toy manufacturer in the United States, introduced Snuffles®, a unique bear whose shape was inspired by a beautiful crescent moon and who appears to look up at whoever is hugging him. Now Snuffles, the most successful and well-known bear in GUND’s rich 111-year history, is celebrating his 30th birthday in 2010. GUND will be announcing exciting 30th birthday plans, including commemorative 30th Birthday Snuffles, a special limited edition Snuffles, a high-end one-of-a-kind Snuffles valued at \$10,000 and one of the largest Snuffles ever created. They will all be on display at Toy Fair 2010, February 14-17, Javits Center, Booth #733.



This \$10,000 one-of-a-kind Snuffles will debut at Toy Fair 2010.

“Snuffles has been created in many different sizes and colors through the years, but its unique huggable shape and eyes that look right back at you have remained the same, reinforcing the emotional connection between kids and their favorite stuffed animal,” said Vince Smart, Vice President of Marketing for GUND. “After 30 years, it’s clear that this connection transcends time and we look forward to introducing Snuffles to a new generation of children.”

Snuffles’ year-long birthday celebration will be packed with exciting introductions, including exclusive limited edition signature Snuffles bears, one of the largest, most huggable Snuffles ever created, a unique one-of-a-kind Snuffles bear, special retail plans, deluxe commemorative leather medallion logos and much more.

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It all began with Rita Raiffe, who led GUND with her husband Herbert in 1980. Rita was inspired by the shape of a crescent moon and designed Snuffles to look up at the person hugging him. The unique design has made it one of the most copied teddy bears, requiring GUND to defend the copyrighted design many times. Lending to its “huggability,” Snuffles was made with GUND’s now trademarked under-stuffing technique and the softest fabrics available. Since its introduction thirty years ago, more than three million Snuffles have been sold.

About GUND®:

GUND, a division of Enesco, LLC, is known worldwide for its top quality, soft and huggable plush designs and gift products. Award-winning GUND products appeal to all ages, from infants up, and are perfect for both play and collecting. The 111-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia and South America. GUND products may be found in gift, specialty, toy, book, museum and department stores and many other retail outlets. To find your nearest retailer, visit www.gund.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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