



Life Well Styled.

www.giftcraft.com

For Immediate Release

Giftcraft Ltd.

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GIFTCRAFT COMMITS TO “FASHION A BRIGHTER FUTURE” WITH THE LAUNCH OF THE COMPANY’S FIRST CAUSE-MARKETING BRAND

With its Mission to Fashion a Brighter Future, Proceeds from the ULU™ Brand of Tableware and Fashion Accessories Will Benefit Worthy Causes in Impoverished Regions Around the World

Toronto, Canada – January 5, 2012: Giftcraft Ltd., an international leader in the design and distribution of innovative lifestyle décor and giftware products recently launched *ULU™*, the company’s first cause-marketing brand. The eclectic collection of tableware and fashion accessories feature globally inspired designs showcasing vibrant colors and geometric patterns. Ten percent of the proceeds from every *ULU™* brand sale will financially support healthcare, educational and sanitation initiatives in impoverished regions around the world.

The *ULU™* tableware collection includes uniquely shaped teapots, as well as a variety of coffee and travel mugs. The collection also includes aluminum water bottles and optically intriguing glass bottle stoppers. The *ULU™* fashion accessory offerings are reflective of the company’s top-selling piece types including laptop and tote bags, wallets, cosmetic bag sets, glass paper weights and umbrellas.

In a show of their commitment to *ULU™* and its philanthropic mission, Giftcraft CEO Trevor Cohen commemorated the launch of the brand with charitable donations totaling \$35,000 to *Save a Child’s Heart* and *Free the Children* at the company’s recent North American Sales Meeting. Noting at the time that he expects the *ULU™* brand to “generate significant proceeds” through its sales in the coming years.

Wholesale orders are currently being accepted and the product will be available at retail in the spring. Giftcraft will prominently showcase the *ULU™* brand at both the Atlanta International Gift & Home Furniture Market and the Toronto Gift Show.

Photography available by contacting Pamela Wasylson, pwasylyson@giftcraft.com or by calling 717-767-4777.

About Giftcraft Ltd.

Giftcraft Ltd. is a lifestyle industry leader servicing a diverse network of décor and giftware retailers throughout the world. With corporate headquarters based in Toronto, Canada, Giftcraft Ltd. sets the standard in innovative design and development of decorative and functional lifestyle products to meet both the décor and giftware needs of today’s savviest consumer.

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