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Life Well Styled.

For Immediate Release

Giftcraft Ltd.

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GIFTCRAFT BROADENS OFFERINGS IN ITS TOP-SELLING BRITTO™ COLLECTION

Reflective of the growing global popularity of the company's top-selling line of officially licensed Britto™ products, Giftcraft launches new offerings in four key product categories.

Toronto, Canada – January 5, 2012 – Giftcraft Ltd., an international leader in the design and development of innovative lifestyle decor and giftware, recently expanded the product offerings of their highly successful lifestyle and giftware line of products showcasing the artwork of iconic artist Romero Britto.

Heralded world-wide as one of the premier artists of our time, Romero Britto's contemporary masterpieces impart a continuous message of hope through his use of vivid colors, pop themes and bold patterns. Under licensed agreement since 2010, his highly sought and eye-catching designs have been creatively translated into a broad array of lifestyle and giftware products by Giftcraft. The collection is currently distributed in 30 countries and has grown to become the company's top-selling branded line with consumers seeking product to incorporate into their lifestyles. Reflecting the continued global popularity of the collection, Giftcraft recently expanded their product offerings in several key product categories: *Barware, Alphabet Letters, Silk Scarves and Baby Apparel.*

Britto™ Barware

Featuring Romero Britto's most popular designs and icons, the collection features an array of colorful martini and wine glasses, wine goblets, champagne flutes, shot glasses and a heart-shaped ice bucket. Each piece is hand-painted and packaged in acetate boxes for ease of merchandising. In addition to the glassware, new additions to the popular line of cork-backed and heat resistant coasters have been added, featuring the artist's signature heart and flower designs.

Britto™ Alphabet Letters

The "mix & match" assortment of letters showcase bright, bold and colorful designs and features a flat base to allow the letter to stand freely and a key-hole for hanging. Each is hand-painted, window gift boxed and retails for under \$20.00.

Britto™ Silk Scarves

Featuring Romero Britto's most iconic designs and crafted with 100% silk, the 6-piece assortment is available two different sizes (33.5" x 33.5" and 63" x 16.5") and is attractively packaged in branded scarf envelope packaging.

CANADA

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Britto™ Baby

The joyful works of Romero Britto are ideally suited for baby and toddler apparel. The collection of boutique quality apparel includes sleepers, “onesies”, play sets and socks with sizes ranging from 0-18 months. Each piece arrives with a Britto™ branded shopping bag featuring the artist’s iconic teddy bear design.

In addition to the launch of the four new product categories, Giftcraft has also introduced product expansions to the brand’s other top-selling categories: tableware, giftware and fashion accessories. The new Britto™ introductions are currently available for wholesale orders and will be available at retail in the upcoming weeks.

High-Resolution Images & Logos & Artist Profile Available By Contacting Pamela Wasylson at 717-767-4777 (USA) or by emailing pwasylyson@giftcraft.com

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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Giftcraft Ltd. Showrooms

Corporate Showroom, Brampton, ON
AmericasMart, Atlanta, Bldg. 2, #1521

About Romero Britto

Romero Britto was born in Recife, Brazil in 1963. Self-taught at an early age, he painted on surfaces such as newspapers. In 1983, he traveled to Paris where he was introduced to the work of Matisse and Picasso. He combined influences from cubism with pop, to create a vibrant, iconic style that The New York Times describes, “exudes warmth, optimism and love.”

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