



Life Well Styled.

FOR IMMEDIATE RELEASE

Giftcraft Ltd.

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Giftcraft Ltd. Announces Launch of Newly Redesigned Corporate Website

The fresh contemporary look of Giftcraft's redesigned website offers visitors a visually engaging experience and informative insights into the company's business initiatives.

Toronto, Canada – April 7, 2011 – Trevor Cohen, President & CEO of Giftcraft Ltd., an international leader in the design and development of innovative lifestyle and giftware products, recently announced the launch of the company's newly redesigned corporate website, www.giftcraft.com, in a communication shared with their vast network of retail partners.

The recently launched website prominently features stunning imagery of the company's major lifestyle and giftware product lines; Home Decor, Outdoor Living, Seasonal, Jewelry, Licensed Brands and Giftware. The website offer visitors insight into the diverse array of product offerings from Giftcraft and retailers are encouraged to view the collections in their entirety by visiting either of the two Giftcraft showrooms in Toronto and Atlanta or by scheduling an appointment with a Giftcraft Sales Representative.

Giftcraft's new website now offers a number of content and feature enhancements, including:

- **“From the Desk of Trevor Cohen”**, a monthly feature in which Giftcraft's CEO discusses the latest Giftcraft business updates, company initiatives, and industry news that impacts the lifestyle and giftware market.
- **The Buzz**. The Giftcraft design and merchandising experts share their insights, tips and trends in a monthly blog.
- **Giftcraft e-Newsletter**. The quarterly e-publication makes its debut in early June and will feature topical and current information on Giftcraft's latest product launches, industry trends, news and events.
- **Customer Testimonials**: Giftcraft's valued retail partners share their experiences in working with Giftcraft.
- **“This Just In”**. Features upcoming Giftcraft product launches and promotions and special events.



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Giftcraft CEO Trevor Cohen notes, "The new giftcraft.com now better reflects who we are as a company and our position in the forefront of the lifestyle and giftware industry, I'm confident visitors to the site will not only find the overall aesthetics of the site pleasing and impressive, but will come to view it as a valuable resource in staying current on the latest Giftcraft product launches, company initiatives, industry trends and the news and events that impact the lifestyle and giftware industry. The company plans on-going updates to the website to ensure we meet the needs of our customers."

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.

"Recognizing our retailers success depends on their ability to offer their customers the RIGHT product, at the RIGHT time and at the RIGHT price, we take great pride in our unrivaled ability to design, develop and deliver to market, top-selling, on-trend, competitively priced, product assortments, manufactured to the highest quality standards. The added value we deliver to our customers forms the basis of a strategic alliance and a partnership whereby we become a respected and trusted vendor." - Trevor Cohen, CEO