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FOR IMMEDIATE RELEASE

Giftcraft Ltd. Appoints George Kacic President of US Operations

The Key Executive Appointment of the Industry Veteran is Part of the Organization's Strategy to Further Strengthen its Presence in the US Market

Toronto, Ontario – February 8, 2012: Giftcraft Ltd. CEO Trevor Cohen announced the appointment of industry veteran George Kacic to President of the company's US Operations, Giftcraft, Inc. An international leader in the design, development and distribution of innovative lifestyle and giftware products, Giftcraft services a diverse network of retailers in over thirty countries worldwide from its world-headquarters in Brampton, Ontario, Canada.

"We are extremely pleased to have George Kacic join the Giftcraft Executive Management Team. With Giftcraft's core strengths in innovative product design, development and distribution, and along with George's well established sales leadership skills, we have every confidence that we will strengthen our presence in the US market" said Cohen.

Mr. Kacic is a member of the *Gift for Life* Board, as well as serving six years on the *Gift & Home Trade Association* (GHTA) Board as president, Chairman Emeritus and most recently, with GHTA a founding partner of the AmericasMart Atlanta ICON HONORS program. In January 2012, *Gift for Life*, the gift, stationery and home décor industries' leading charitable organization, honored Mr. Kacic with the *Chuck Yancy Lifetime Achievement Award* for his enduring impact on the industry through leadership and generosity.

"I am truly excited to join such a dynamic and progressive organization. After considerable thought, I decided to align my thirty-five years of industry experience with Giftcraft as I believe the company provides me with my greatest opportunity in the giftware industry due to its unrivaled design and development of giftware products. This speaks highly to the leadership and vision of Trevor Cohen. He shares the same passion for this industry as I do and this passion is present amongst every member of the organization. I look forward to working with the entire team and contributing to further strengthen the organization's foothold in the US Market", explained Mr. Kacic.

As a member of the Giftcraft Executive Management team, Mr. Kacic will play a key role in developing and driving the company's strategic plans in the US; working with the company's innovative team of designers, merchandisers, and operational support staff. Mr. Kacic will maintain offices in both the US and at the company's world headquarters in Brampton, Ontario.

About Giftcraft, www.giftcraft.com

Giftcraft Ltd. is a lifestyle industry leader servicing a diverse network of décor and giftware retailers throughout the world. With corporate headquarters based in Brampton, Ontario, Giftcraft Ltd. sets the

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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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