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FOR IMMEDIATE RELEASE

Giftcraft Ltd. Named One of Canada's 50 Best Managed Companies

The Benchmark of Business Excellence, Giftcraft is the First in the Giftware Industry to Win the Prestigious Honour

Toronto, Ontario – February 21, 2012 – Giftcraft Ltd., an international leader in the design, development and distribution of innovative lifestyle and giftware products was named a **2011 Winner of Canada's 50 Best Managed Companies** program in a joint announcement made earlier today by program sponsors Deloitte, CIBC, National Post and Queen's School of Business.

"We are extremely proud to receive this esteemed award. Being recognized as one of Canada's Best Managed companies reflects the alignment of Giftcraft's winning corporate culture, our corporate objectives and our dedicated management team demonstrating their ability to consistently execute, notwithstanding the challenges presented by the current economic climate" explained Giftcraft CEO, Trevor Cohen.

Established in 1993, Canada's 50 Best Managed Companies is the country's leading business awards program, honouring Canadian-owned companies that have successfully implemented innovative, world-class business practices; creating value and long-term growth. Every aspect of the Giftcraft organization was analyzed by an independent panel of judges as part of the selection process. Having successfully demonstrated best-in-class results, Giftcraft becomes the first giftware company to receive the Best Managed Company designation.

"We believe that there are three vital building blocks to sustainable growth: strategy, capability and commitment; Giftcraft has demonstrated it is a model of success in all three areas and is duly recognized as one of Canada's Best Managed" explained John Hughes, Partner, Private Company Services group with Deloitte, a national sponsor of the Best Managed program.

Giftcraft attributes the company's success to their dedicated employees and their commitment to upholding the values and standards of excellence of the organization. Each team member takes great pride in contributing to Giftcraft's success but more importantly, the success of their customers.

Giftcraft is supported by a loyal network of retail partners world-wide. Their retail partners have come to rely on Giftcraft as a significant factor in their success for the value the organization's products deliver to the marketplace. Giftcraft is committed to continuing to invest in innovative design and development and providing their retail partners an industry-leading selection of top-selling, competitively priced lifestyle and giftware products for many years to come.

Giftcraft, along with the other 2011 winners of the Canada's Best Managed Companies award, along with the Gold Standard winners, Requalified and Platinum Club members will be honoured at the annual Best Managed gala in Toronto on March 27, 2012. On the same date, the Best Managed symposium will address leading-edge business issues that are key to the success of today's business leaders.

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 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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About Canada's Best Managed Companies

Canada's 50 Best Managed Companies continues to be the mark of excellence for Canadian-owned and managed companies with revenues over \$10 million. Every year since the launch of the program in 1993, hundreds of entrepreneurial companies have competed for this designation in a rigorous and independent process that evaluates their management skills and practices. The awards are granted on four levels: 1) Best Managed winner (one of the 50 new winners selected each year); 2) Requalified member (repeat winners retain the Best Managed designation for two additional years, subject to annual operational and financial review); 3) Gold Standard winner (After three consecutive years of maintaining their Best Managed status, these winners have demonstrated their commitment to the program and successfully reapplied for the designation. Companies may requalify for two additional years, subject to annual operational and financial review; 4) Platinum Club member (winners that maintain Best Managed status for a minimum of six consecutive years). Program sponsors are Deloitte, CIBC, National Post, and Queen's School of Business. For further information, visit www.canadas50best.com. Visit the online community for private companies the Best Managed channel on the Financial Post Executive site: <http://www.financialpost.com/executive/best-managed/index.html>.

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