

The Longaberger® Company

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LONGABERGER UNVEILS MADE-IN-AMERICA POTTERY COLLECTION

New Product Reflects Company's Commitment to Investing in America

NEWARK, Ohio – The Longaberger Company is launching a collection of American-made pottery that will complement the offering of high-quality baskets that its basketmakers weave by hand in rural Ohio.

The new **American Home Pottery™** collection underscores Longaberger's long-standing commitment to American manufacturing and craftsmanship. Longaberger is America's premier maker of handcrafted baskets, a tradition that began in the Longaberger family more than a century ago and has been the company's hallmark of craftsmanship since its founding in 1973. It also offers other American-made products, such as flatware, beverage ware and candles.

"Made in America matters," said Tami Longaberger, chief executive officer and president. "It is reflected in our tradition of making the highest-quality baskets that are as functional as they are worthy of being handed down. We're excited to offer a collection of pottery that is made in the U.S. Rebuilding our nation's economy requires an investment in America and its workers. It is the right thing to do. It is what we're about."

The pottery's design aspects are reminiscent of the first baskets woven by J.W. Longaberger, grandfather of Tami Longaberger. Dinner plates prominently display "Made in America" on top along with braiding that resembles those J.W. tacked onto the band of his "fancy" baskets. The collection includes a four-piece setting of a dinner plate, luncheon plate, soup/salad bowl and mug. The items can be purchased individually or as a set beginning March 1.

The pottery will be available through Longaberger Home Consultants, who operate their own independent home-based businesses, and at www.longaberger.com and. The launch video of American Home Pottery can be viewed at <http://www.longaberger.com/resources/15/video/DavidNeer.wmv> or www.longaberger.com and to view a video about Longaberger's commitment to Made in America go to http://static.longaberger.com/weekly_images/MadeInAmerica.wmv.

The Longaberger Company is America's premier maker of handcrafted baskets and offers other home and lifestyle products, including pottery, wrought iron and fabric accessories. There are approximately 45,000 independent Home Consultants in all U.S. states who sell Longaberger products directly to customers.

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