

The Longaberger Company

One Market Square
1500 East Main Street
Newark, Ohio 43055-8847
www.longaberger.com

FOR IMMEDIATE RELEASE: October 1, 2009

Contact: Tom Matthews

740-322-5157

tom.matthews@longaberger.com

LONGABERGER NAMES NEW PRESIDENT

NEWARK, Ohio – The Longaberger Company, America’s premier maker of handcrafted baskets, announced today that a new president has been named to manage day-to-day operations of the leading direct selling company.

Chair and Chief Executive Officer Tami Longaberger, who also has held the position of president for nearly two years, appointed Robin Crossman as president effective immediately. Crossman brings more than 20 years experience in direct sales to Longaberger and has a proven track record of accomplishments within the industry. She has held a variety of senior leadership positions at direct selling companies, from family-owned corporations to start-ups. Her responsibilities have included marketing, sales, branding and logistics.

Tami Longaberger will continue to lead the company, setting its strategic direction and maintaining strong ties to its nearly 45,000 independent Home Consultants nationwide.

“I’m excited to have Robin join my senior management team,” Longaberger said. “Her energy and enthusiasm are infectious. She is a welcome and strong asset to our entire company.”

Crossman said, “From the moment I met Tami, I was inspired by her leadership, dedication and vision for this company. Longaberger’s reputation for integrity, quality and family values is second to none. I am extremely proud to be part of Longaberger and am looking forward to supporting Tami in every way.”

The company recently has made manufacturing process improvements to become more environmentally friendly, invested in basketmaking operations to offer more colors and designs, and launched a collection of officially licensed collegiate and National Football League basket sets. The popularity of these new product lines prompted the company to add on-call basketmakers at its manufacturing facility.

“We’ve built a solid foundation during these challenging economic times and are poised for growth,” Longaberger said. “With Robin’s leadership and contributions, we will be more than ready to develop and implement the key initiatives that will keep us on the right path.”

Founded in 1973, The Longaberger Company (www.longaberger.com) is America's premier maker of handcrafted baskets and offers a variety of other home and lifestyle products, including pottery and other tableware, wrought iron and fabric accessories. There are approximately 45,000 independent Home Consultants located in all U.S. states who sell Longaberger products directly to customers.

###