

The Longaberger Company

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LONGABERGER BRINGS BACK 50 BASKETMAKERS

Company cites stronger than expected sales of NFL, collegiate lines and optimism over holiday season

NEWARK, Ohio – The Longaberger Company, America’s premier maker of handcrafted baskets, announced today that it is calling back 50 Basketmakers in response to strong sales of its new National Football League and collegiate lines and to help build inventory for what is expected to be an improved holiday season.

The Basketmakers will return to work at the basketmaking facility in Frazeytsburg, Ohio, beginning this week.

“Given the challenging economy we’ve faced in Ohio and across our country, we’re more than happy to be putting people back to work,” said Chief Executive Officer Tami Longaberger. “We’re seeing gradual signs of improvement in the economy. It’s evident in the strong response to our NFL and collegiate lines and in the sense of optimism among our Home Consultants regarding the upcoming holiday season.”

In September, Longaberger launched officially licensed basket sets featuring each of the 32 NFL teams and select universities, including The Ohio State University, Indiana University, Michigan State University, University of Iowa and Virginia Tech. The company soon will begin offering additional universities, as it is awaiting approval from other schools. Tami Longaberger has been traveling the country to promote the line at “Longaberger Tailgate Parties” held in places ranging from Chicago and Green Bay to New Jersey and Virginia.

The company has built a solid foundation and is poised for growth. In addition to launching the new products, Longaberger recently made manufacturing process improvements to become more environmentally friendly and invested in its WoodCrafts and basketmaking operations to offer more colors and designs.

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.

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