

The Longaberger® Company

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

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CONTACT: Tom Matthews
740-322-5157
tom.matthews@longaberger.com

LONGABERGER OPENS FACTORY STORE AT JELLY BELLY NEAR KENOSHA, WISCONSIN

Factory Store is first outside home base of Ohio for America's Premier Maker of Handcrafted Baskets

PLEASANT PRAIRIE, Wisconsin – The Longaberger Company has announced the opening of a Factory Store at Jelly Belly Center in Pleasant Prairie, near Kenosha, marking the first time that America's premier maker of handcrafted baskets will operate a major store outside its home base of central Ohio.

The Factory Store, covering 15,000 square feet, features a wide range of retired and treasured products from Longaberger, which in addition to its handcrafted baskets sells pottery, wrought iron and other home and lifestyle items. Many of the baskets and products that will be sold in the Factory Store at Jelly Belly previously had been available only at Longaberger's Factory Store inside its basketmaking facility in Frazeytsburg, Ohio.

The Factory Store is inside Jelly Belly Center, adjacent to the Jelly Belly store. Visitors can tour the Jelly Belly factory and then shop for Longaberger baskets and more. Longaberger will have thousands of products available for sale to the public.

The Factory Store at Jelly Belly is an outgrowth of the tremendous partnership that Longaberger has enjoyed with Jelly Belly. In recent years, Longaberger has held Basket Fests at Jelly Belly in Pleasant Prairie and in Fairfield, Calif. Thousands of people attend each of the Basket Fests.

Longaberger will hold another Basket Fest this year at Pleasant Prairie November 13 to 16. The Basket Fest features Longaberger basketmakers and provides guests with the opportunity to make their very own baskets, which they personally sign upon completion in the Longaberger tradition.

The Factory Store at Jelly Belly is an ideal location, as it is in the heart of a region where Longaberger has a high number of consultants.

The regional Factory Store is a pilot project for Longaberger. The store will remain open now through December 21. The store is open from 9 a.m. to 5 p.m. on Thursday, Friday, Saturday and Sunday. It is closed Monday through Wednesday each week.

Founded in 1973, The Longaberger Company 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 in all U.S. states who sell Longaberger products directly to customers. Visit Longaberger at www.longaberger.com.

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