

The Longaberger® Company

1500 E. Main St.

Newark, Ohio 43055

740-322-5000

www.longaberger.com

Longaberger Homestead

A 34-acre, seven-building entertainment destination featuring retail shops (60,000 sq. ft. total), restaurants, special events and educational displays and demonstrations, Longaberger Homestead allows guests to learn about the company's history, experience the craft of basketmaking, shop and dine. Entertainment, demonstrations and presentations vary seasonally. Open in 2009 from March 20 through late December (holidays excluded), Longaberger Homestead is located on Ohio St. Rt. 16, west of the Longaberger Manufacturing Campus in Frazeytsburg, Ohio, and about 50 miles east of Columbus.

The Longaberger Factory Store

The Longaberger Factory Store, adjacent to the Homestead inside the heart of the company's basketmaking operations, features retired and revered products at discount prices. The Factory Store captures the spirit of Longaberger's American craft and tradition. It also marked the first time in the company's 35-year history that its handcrafted baskets and other products were available to the public through a retail venue.

With a broad mix of products and one-of-a-kind finds, the Factory Store is much more than a shopping destination. It is an experience that captures the essence of Longaberger tradition, immersing guests in the sights and sounds of Basketmakers applying their craft.

Other special features at the Longaberger Homestead include:

- ***Basketmaking Tour*** – Guests may tour the basketmaking facility from a mezzanine overlooking workshops as Basketmakers handcraft signature Longaberger Baskets®. Informative displays on the mezzanine show guests how Longaberger Baskets are made – from the wood splints hewn from maple logs to the finished products shipped nationwide from Longaberger's nearby distribution center.
- ***Longaberger Make A Basket Shop™*** -- For the first time ever in 2009, guests can craft their own baskets with vibrant color with helpful guidance of a Longaberger artisan. The Make A Basket Shop can accommodate large groups at one time; to schedule, call Longaberger at 740-322-7800.
- ***Homestead Shop*** – With a home-like atmosphere, guests will find merchandise including collectibles, clothing, jewelry, kitchen and tabletop accessories, garden items and gourmet foods.
- ***J.W.'s Workshop™*** – Guests can tour J.W. Longaberger's original workshop.
- ***The Crawford Barn™*** – Guests can shop Longaberger's sale and clearance merchandise in this beautifully restored, large 1800s barn. Stop at the Barn Loft for pizza and ice cream or the Longaberger Barn BBQ for even heartier fair.

Visitors have many dining options at the Homestead, from relaxed, quick and delicious foods to hearty, made-from scratch meals and old fashioned milkshakes, malts and hand-dipped ice cream. For more information visit www.longaberger.com and click “Visit Us.”

About the company

Founded in 1973, The Longaberger Company is America's premier maker of handcrafted baskets and offers other quality home and lifestyle products, including pottery, wrought iron and fabric accessories. A favorite American guest destination, Longaberger is based in Newark, Ohio, and there are approximately 45,000 Independent Home Consultants nationwide who sell Longaberger products directly to customers.