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**LONGABERGER HORIZON OF HOPE TO RAISE MONEY
FOR AMERICAN CANCER SOCIETY BREAST CANCER INITIATIVES**

Horizon of Hope products available at 20 percent off for limited time

NEWARK, Ohio – The Longaberger Company is kicking off its 2008 Horizon of Hope campaign with a special offer that will enable customers to buy Horizon of Hope products at a 20 percent discount while also supporting American Cancer Society breast cancer research and education initiatives.

The campaign features a Horizon of Hope basket and other products that Longaberger designs exclusively for the fundraising effort. Proceeds (\$2 from each Horizon of Hope basket, accessory set or set of travel mugs) go to the American Cancer Society.

The campaign is from July 1 through August 31, with the discount on Horizon of Hope products available from July 1 through July 16.

“It is our hope that we not only spur more awareness of this program that is bringing results in the fight against breast cancer, but that this promotional offer also acts as a catalyst to raise more money for the American Cancer Society,” said Julie Moorehead, Longaberger’s national executive director of sales.

Longaberger products can be purchased through independent Home Consultants nationwide or at www.longaberger.com. Since Horizon of Hope’s inception in 1995, Longaberger, its Home Consultants and the American Cancer Society have raised approximately \$13 million and reached an estimated 19 million women with potentially life-saving information.

“Our company and our Home Consultants are passionate about Horizon of Hope because we’ve seen first-hand how we are together making a difference,” Moorehead said. “We’re proud to support the American Cancer Society.”

Horizon of Hope supports American Cancer Society programs aimed at improving the quality of and access to mammography services, breast imaging quality standards, the quality of clinical breast examinations, and the quality of life for young survivors and women with breast cancer recurrence. It also supports research into lymphedema, a debilitating swelling of the arms that can be a side effect of breast cancer treatment. To learn more, visit www.HorizonOfHope.com.

Founded in 1973, The Longaberger Company is America's premier maker of handcrafted baskets and offers a variety of 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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