

The Longaberger® Company

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FOR FIRST TIME EVER, LONGABERGER HANDCRAFTED BASKETS AND OTHER HOME, LIFESTYLE PRODUCTS AVAILABLE NATIONWIDE ONLINE

NEWARK, Ohio – The Longaberger Company, America’s premier maker of handcrafted baskets and other home and lifestyle products, today announced a milestone – for the first time ever, its products will be available for purchase through www.longaberger.com.

Now, people nationwide can buy virtually any of the company’s current products that are featured in its product catalogs, including its *WishList*™. All purchases are made using Visa or MasterCard.

The online opportunity is an additional sales channel for one of the most successful direct-selling companies in the U.S. and its 45,000 independent Home Consultants, who traditionally have sold Longaberger products through home shows. Earlier this year, however, Longaberger opened a Factory Store near its headquarters in Newark, Ohio, with commissions on sales being paid to consultants. Home Consultants also can earn commissions on online sales. Consumers now can buy Longaberger through home shows, at select Longaberger sites and online, with Home Consultants qualifying for commissions in each sales venue.

Longaberger is publicly introducing the online store to coincide with the launch of its fall *WishList*. The online store has opened a full quarter ahead of schedule.

It works much like other e-commerce web sites, allowing customers to browse Longaberger’s product line and add items to their shopping cart. Upon checkout, the site asks customers if they currently have a Longaberger Home Consultant. If so, they are prompted to enter information from their consultants, who will earn a 25 percent commission on the sale. If not, customers can continue with their purchase and will be given the opportunity to be contacted by a Home Consultant.

The new online store is the first phase of an even more robust online program slated for October, when the company will provide Home Consultants with individual, personalized e-commerce web sites free of charge. Customers will then be able to visit and make purchases directly from their personal Home Consultant's web site.

The company recently introduced an aggressive plan to expand its sales field, including giving people the ability to sign up as Home Consultants via the web. More than 3,000 new Home Consultants have joined the company since the program was introduced in May, with more than half signing up online.

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, fabric accessories, jewelry, handbags and specialty foods. 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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