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**EK SUCCESS BRANDS CRYSTALLIZES MULTI-YEAR
EXCLUSIVE AGREEMENT WITH SWAROVSKI ELEMENTS
COMPANIES DEVELOP "CREATE YOUR STYLE" BRANDED PRODUCT LINE**

CLIFTON, N.J.—January 28, 2011—EK Success Brands™, one of the country's leading creative consumer products companies, and SWAROVSKI ELEMENTS, the premium brand for the finest crystal elements manufactured by Swarovski, announced today the signing of an agreement under which EK Success Brands has the exclusive rights to use Swarovski's "Create Your Style" packaging for craft products within the mass, specialty and independent markets both in the U.S. and internationally. This agreement between EK Success Brands and SWAROVSKI ELEMENTS also includes collaborative development on first-to-market products specific for the craft customer. This agreement represents a shared vision for creating a new brand experience at retail while offering the consumer inspiration and education on shelf.

"Our partnership with EK Success Brands is a natural fit because we can leverage the brand equity of SWAROVSKI ELEMENTS and the education and marketing prowess of EK Success Brands," said Reinhard Mackinger, VP Operations for Americas for SWAROVSKI ELEMENTS Business. "We could not be more pleased with this new alliance."

"The unique relationship between EK Success Brands and SWAROVSKI ELEMENTS brings together two world-class organizations with complementary resources and a shared commitment to excellence," says Kevin Fick, President of EK Success Brands. "Providing innovation and inspiration to crafters and teaching them how to personalize and customize their fashion accessories as a form of creative expression is one of our missions here at EK Success Brands. We could not be more thrilled to share this journey with Swarovski."

The Create Your Style with SWAROVSKI ELEMENTS packaging will be presented at the upcoming Craft and Hobby Association (CHA) tradeshow on January 29, 2011 in Los Angeles, Calif.

About SWAROVSKI ELEMENTS

SWAROVSKI ELEMENTS is the premium brand for the finest crystal elements manufactured by Swarovski. The designers' choice since the founding of the company in 1895, SWAROVSKI ELEMENTS provides creative talents from the fashion, jewelry, accessories, interior design and lighting industries with the latest on-trend innovations. Available in a myriad of colors, effects, shapes and sizes, SWAROVSKI ELEMENTS offer designers a fabulous palette of inspiration. Born out of passion for detail and high-precision cutting, they impart refined glamour to everything they embellish. Swarovski, a family company for more than a hundred years with values rooted in integrity, respect and excellence, is noted as much for its ethics in business as for its contemporary artistry and innovative flair. WWW.SWAROVSKI-ELEMENTS.COM

About EK Success Brands

Established in 1978, EK Success Brands is one of the countries' leading creative consumer products companies with a diversified portfolio of over 10,000 inspirational and creative products covering scrapbooking, painting, needle crafting, stamping, paper

crafting, jewelry making, kids crafts and more. Popular brands include Martha Stewart Crafts™, American Girl Crafts™, K&Company™, Inkadinkado®, Dimensions®, Jolee's®, Sticko®, and Perler®. EK Success Brands is a division of Wilton Brands, Inc. EK Success Brands products are distributed through craft stores and online. For more details visit www.eksuccessbrands.com. Dream. Make. Celebrate™

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