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For Immediate Release:

January 12, 2004

Karen Rossi Partners with Westland Giftware

WINDSOR LOCKS, Conn. – Nationally recognized artist and designer Karen Rossi is teaming up with Westland Giftware. The union of Rossi's whimsical workmanship and Westland's top-quality gift products will surely produce an exciting and unique new product line that is certain to be a hit among both current fans and first time patrons. The partnership between Rossi and Westland will generate an extensive assortment of home decorative accessories. Among these will be leaded glass plaques, frames, votives, and boxes. All of these products will feature the designs and artwork of Karen Rossi. Look for the release of these and other great items in June 2004.

Westland Giftware is a leading producer of giftware products, featuring key licenses such as Cow Parade, Looney Tunes, and Christian Riese Lassen. For over fifty years Westland's popular solid resin and ceramic lines featuring the creative talents of various world-renowned artists have been cherished across the United States.

In partnering with artist and designer Karen Rossi, the creator of Fanciful Flights™, Westland is bringing another best selling artist to its line. Within just three years, Karen Rossi's whimsical licensed designs have sold an impressive \$100 million at retail. Today, Rossi Studios' licensing business includes contracts with manufacturing leaders such as Silvestri, Bernina, Colorbök Inc, Great American Puzzle Factory, Tidemark, and NCE, with several new contracts pending. For more information on Rossi and her creations please visit www.karenrossi.com.

The union between these two extremely well established and valued names in the gift industry will produce a line that is sure to excite, captivate, and warm the hearts of fans and patrons for years to come.

ARTWORK: Karen Rossi product images are available upon request. Please send your request to Jenny Hartung at info@karenrossi.com. Please specify digital format and size.

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