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GUND

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GUND ANNOUNCES NEW LINE OF STAR TREK™ PRODUCTS

Edison, NJ – GUND will bring the classic characters of *Star Trek: The Original Series* to life in soft, huggable plush, under a license by CBS Consumer Products. Each character will be dressed in the proper Starfleet attire and featured as a cuddly animal. The initial launch will include Captain Kirk as a lion, Dr. Bones as a dog, Lieutenant Commander Spock as a cat, Lt. Uhura as a teddy bear and the *Enterprise's* favorite engineer, Scotty as a monkey.

“This is the perfect time to launch GUND’s *Star Trek* collection as the franchise prepares to celebrate the 50th anniversary of their first TV episode,” said Shallu Chhabra, GUND’s Director of Licensing. “This is the perfect time to launch GUND’s *Star Trek* collection as *Star Trek* celebrates the 50th Anniversary of their first TV episode. By combining over a hundred years of plush expertise with *Star Trek*, GUND looks forward to bringing these soft, huggable products to fans of all ages.” Products will be available in retail stores this spring.





About GUND

GUND®, a division of Enesco, LLC, is known worldwide for its top quality, soft, and huggable plush designs and gift products. Award-winning GUND products appeal to all ages, from infants up, and are perfect for both play and collecting. The 118-year old company is based in Edison, New Jersey, and distributes throughout the United States and Canada as well as in Europe, Japan, Australia, and South America. GUND products may be found in gift, specialty, toy, book, museum, and department stores as well as many other retail outlets. To find your nearest retailer or to purchase directly please visit www.gund.com.

About Enesco

Enesco, LLC, is a global leader in the giftware and home and garden décor industries. Serving more than 44,000 customers worldwide, Enesco distributes products to a wide variety of specialty card and gift retailers, home décor boutiques, mass-market chains, and direct mail retailers. With subsidiaries in the United Kingdom, France, Canada, and Hong Kong, Enesco serves markets operating in Europe, the Americas, Australia, and Asia. The company's product lines include some of the world's most recognized brands including Heartwood Creek® by Jim Shore, Foundations®, Our Name is Mud®, GUND®, Department 56® Villages, Country Artists®, Walt Disney Classics Collection®, Disney Traditions™, Border Fine Arts™, Cherished Teddies®, The Trail of Painted Ponies®, and Lilliput Lane®, among others. Further information is available at www.enesco.com.

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