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GUND NAMES BRYAN BENDAVID AS SENIOR VICE PRESIDENT OF SALES AND MARKETING

EDISON, NJ — GUND is proud to announce the hiring of toy industry veteran Bryan Bendavid as Senior Vice President of Sales and Marketing of the Gundimals Division. Bryan brings over 20 years experience to this new position including 11 prior years at GUND as well as leadership level posts at International Playthings LLC and Russ Berrie & Company.

In his new position, Bryan will be responsible for developing and implementing strategic growth initiatives that will expand GUND's business into additional distribution channels worldwide.

"We're excited to welcome Bryan back to the GUND family in his new role as Senior Vice President of Sales and Marketing," said GUND President Bruce Raiffe. "His experience and deep understanding of the GUND brand will help us expand our business while maintaining the core values and vision that have built our reputation in the market."

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. Shop online at 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.