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**FOR IMMEDIATE RELEASE**



(clockwise from top left) Gibson's new Nambé patterns include RAVINE, MIKKO, BUTTERFLY, TRI-CORNER and PIROETT.

## UPSTAIRS HOME

(Commerce, California) - In a strategic move designed to solidify Gibson's position with upscale retailers and grow its dinnerware category, the company has announced the addition of fashion heavyweight **Nambé** to its stable of licensed brands.

Long regarded as one of the most recognized and well-respected names in home fashions, the Nambé brand will also allow Gibson to expand their presence in the contemporary bridal market.

"There is a strong harmony with the Nambé management and that of Gibson," said Gibson's Sal Gabbay. "Nambé represents exceptional quality and is focused on selective distribution. Their design presentation has captured a clear market position which we will continue to explore and develop."

Nambé's unique sense of design and organic, natural, free-flowing forms, will be the essence of future design developments. Gibson's primary goal is to re-

spect and nurture the brand equity, Gabbay said.

With both companies planning for a long-term relationship, this agreement is focused on the ceramic dinnerware and accessory categories.

Maintaining Nambé's selective account distribution is one of the keys to further building the brand equity.

Available only for department stores and other high-end home retailers, key Gibson and Nambé personnel plan to initially meet together with existing customers to further build understanding of the brand identity, its design essence, and the customer base.

Though Gibson will take over distribution of all Nambé dinnerware by year's end, the official launch will be in March 2011, with a greatly expanded selection of new Nambé-branded patterns.

Gibson will work with retailers to incorporate the new items and fine-tune their selections in order to drive brand

growth in both the upscale and bridal categories.

Working with Gibson will allow for "expansion of Nambé branded dinnerware under Gibson's guidance and experience," said Nambé CEO Robert Varakian. "We feel the strength of the Nambé brand umbrella will continue to grow."

"Success for Gibson will be about exceeding retailers' expectations and will require upgrading customer service levels, but Gibson feels strong that it has the resources to do that," Gabbay said. "Our goal is to offer quality and focus on an effective presence in the market."

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Gibson is a worldwide leader in the tabletop, cookware & housewares industries. For almost 30 years, the company has supplied the world's leading retailers under the Gibson Everyday®, Gibson ELITE® and Cuisine Select® brands, and now offers cookware and cutlery under the world-famous Sunbeam® and Oster® brands. Gibson is also the industry's leading private-label resource and currently markets the country's #1 casual dinnerware line. Visit us at [www.gibsonusa.com](http://www.gibsonusa.com).