

Janlynn purchases Crafter's Pride™, unleashing quality, pre-finished needlecraft accessories to stitchers worldwide.

Chicopee, MA & Hampstead, NC– Janlynn Corporation today announced the purchase of Crafter's Pride™, including their entire line of pre-finished needlecraft accessories, along with thousands of quality needlecraft designs. Janlynn will immediately look to expose the line through their extensive list of craft retailers, bringing these wonderful accessories to stitchers around the world. Additionally, Janlynn will take over the operations of www.CraftersPride.com and will carry all items on www.Janlynn.com.

Crafter's Pride™ is a family owned business which began operations 21 years ago. "Crafter's Pride™ was established to bring together many small talented cross stitch companies with unique ideas, but limited marketing ability," stated Armand Daniel, founder and president of Crafter's Pride™. "Janlynn was the obvious fit to purchase Crafter's Pride™, as they have been working to bring creativity and innovation to the craft consumer, and have remained a family business for over 31 years."

"We are very excited to bring the Crafter's Pride™ products to the marketplace," stated Andrew Goetsch, VP-Business Development at Janlynn. "We have a three-pronged approach to re-introducing Crafter's Pride™ to consumers –

- Retailers across the world will have first opportunity to carry the entire line of Crafter's Pride™ products along with project guides where appropriate.
- eTailers will also be offered the line of products along with some free downloadable creative projects for their customers.
- Janlynn's Product Development department is already at work on building these products into new kit offerings for needlecraft enthusiasts."

You can see the line of Crafter's Pride™ products today by going to www.CraftersPride.com. By the end of 2010, Janlynn plans to re-invigorate this site to fully show off the diversity and functionality of these products, with a number of free downloads to inspire and unleash the creativity in all of us.

Those interested in speaking with management at Janlynn may do so via:

Contact:

Andrew Goetsch
Business Development, CFO
The Janlynn Corporation
413-206-0002 x-131
AGoetsch@janlynn.com