



BACKGROUND

MEET PARTYLITE GIFTS CANADA

Q Who are we?

A PartyLite is a leading home fragrance and decor company that has been based in Canada for almost 19 years. We're a direct sales company, which offers a personalized shopping experience through independent consultants for customer satisfaction. Shoppers can order products in person, or online 24 hours a day. Independent consultants are located all across the country, including Nunavut, and the Yukon and Northwest Territories.

Q What do we do?

A PartyLite produces affordable quality home fragrance and decor accessories that reflect current trends and styles, as well as classics. We work with the world's top fragrance houses to develop our fragrances. Our lines feature 53 fragrances, 17 of which are new this season, in five categories (fruits & citrus, herbal & woody, floral, fresh & clean, and edible & spicy). Many of the fragrances contain up to 100 different ingredients in order to create rich complex scents.

PartyLite offers numerous home fragrance options, including candles (tealights, votives, balls, pillars, jars, melts and simmers, tapers, floaters, LED pillars and more) and air care (reed diffusers, incense, oils), for use at home or on the go. Our versatile home decor accents range from vases, lamps and wall sconces, to bowls, glasses, orbs and objects, and feature a variety of seasonal and inspirational themes.

Q What do we believe in?

A PartyLite Canada believes in giving back to the community and currently supports two organizations. For the past 14 years, we've been a sponsor of the Children's Miracle Network, which raises funds for 12 hospitals/foundations across Canada. To date, we've donated more than \$3.5 million to the non-profit organization and created exclusive fundraising products like the 'Miracles' Jar Candle, with \$1 from each sale going to Children's Miracle Network. (See <http://on.fb.me/MiracleJar> for details.)

Says Sharon Muncey, Vice President, Marketing, "Throughout the years, PartyLite has selected an accessory from our product line that would appeal to the young, or 'young at heart,' as our charity product for the Children's Miracle Network. Last year, we created our exclusive 'Miracles' Jar Candle and are very happy that we did, as it's really caught on."

In 2009, PartyLite Canada began partnering with the Canadian Luge Association after learning that the national team had no major corporate sponsor. To date, we've raised more than \$114,000 through special fundraising initiatives for the 2010 Winter Olympics, Canada Day 2010 and our "Help Canada Take on the World!" campaign in honour of the Canadian Luge Team's participation in the FIL World Luge Championships in January 2011. Two dollars from each sale of the World Champions Votive Pack was donated to the association. (See <http://www.marketwire.com/press-release/PartyLite-Canada-Supports-Canadian-Luge-Association-With-Holiday-Gift-Pack-1361711.htm> for details.)

Q What role does direct selling play in the Canadian economy?

A Direct selling generates \$2.2 billion in sales, and provides flexible and convenient entrepreneurial opportunities for more than 900,000 Canadians, 91% of whom are women, of all ages. Direct sales companies like PartyLite Canada also contribute almost \$8 million to charitable causes every year.