

FOR IMMEDIATE RELEASE

Media Contact: Donna Laurent
Director of Brand Development
678.282.0053 ext. 745
dlaurent@theaspenbrands.com



Kate Aspen Introduces New Favors for 2010 with an “Oh, So Me” Elegant Touch

Atlanta, GA March 1, 2010 -- Internationally recognized favor designer Kate Aspen announces its 2010 collection, featuring distinctive wedding favors, bridal shower favors and baby shower favors. Kate Aspen introduces innovative favors throughout 2010, giving customers new selections year-round!

Tablescapes – the latest trend in the wedding industry continue to be in the forefront as brides plan their 2010 celebrations. Kate Aspen expands on popular tablescape themes with the addition of five new love bird-themed favors. “Love Birds in the Window” Salt and Pepper Shakers favor features two white ceramic love birds nestled in a natural raffia nest, presentation ready in a delightful gift box tied with a signature Kate Aspen satin bow. “Our New Nest” is a bronze-finished tea light holder featuring a delicate wire nest resting atop an exquisitely detailed miniature tree branch. The “Love Songs” Birdcage Tea Light and Place Card Holder, “Sweetwater Park” Bird Bath Place Card Holder, and the unique new “For the Love Birds” Elegant Icon Favor Boxes complete the exciting new love bird choices for 2010 brides.

Kate Aspen adds a distinctively French flair to wedding celebrations this year with the “Fleur-de-lis” Frosted-Glass Tea Light holder and the matching “Fleur-de-lis” Frosted-Glass Photo Coasters, stunning complements to the very popular “Fleur-de-lis” Elegant Chrome Bottle Stopper introduced in 2009. Brides add the *piece de resistance* with the delicately detailed “Evening in Paris” Eiffel Tower Silver-Finish Place Card Holder.

Eco-conscious brides appreciate the new “Natural Impressions” Photo Album and the “Write from the Heart” Note Pad with Pencil, joining bamboo coasters, bamboo place card holders, and other eco-favors made from recycled paper and other renewable resources. Other highlights from the new 2010 collection include an innovative trio of drink mix favor kits with a tropical flair (complete with umbrellas), the elegant “Black Baroque” Photo Frame and Place Card Holder, and two tea-time specialties, the Victorian-flavored “Tea for Two” Teapot Tea Infuser and the cleverly tasseled “Gra-TEA-tude” Tea House with Tea Bag Kit.

Kate Aspen's "Out of the Box" favor box collection grows with an exclusive line of "Make It Yours" favor box kits, available in six trend-right color selections, personalized to a bride's own style for her special day. Aptly titled "For the Love Birds", "With this Ring" and "Express Your Love" elegant icon favor boxes bring satin-beribboned elegance to wedding receptions. And the sassy new "Damask Origami" favor boxes feature an elegant vellum strip for personalization along with a sleek, satin ribbon pull for opening.

The ever-popular baby shower line continues to grow with the addition of the gift-ready "Precious Cargo," ceramic train tea light holder, a lullaby library of nursery rhyme-inspired note pads and new laser-etched pram favor boxes in sage and lavender, to name a few, with more on the way!

ABOUT KATE ASPEN

Founded in 2004 by President and CEO Jennifer Fallon, Kate Aspen is a leader in the wholesale wedding and baby shower favors industry, setting the standard for affordable, creative, beautifully packaged favors. Kate Aspen now offers more than 400 favors in its collection—from traditional to whimsical and everything in between. Kate Aspen favors are sold both online and in fine retail establishments world-wide. For more information about Kate Aspen's 2010 Collection and a list of retailers, visit www.kateaspen.com.

###

High-resolution photography of all favors is available. For more information, contact Donna Laurent at The Aspen Brands Company, 678.282.0053 x 745 or dlaurent@theaspenbrands.com.