



## FOR IMMEDIATE RELEASE

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## **Thomas Kinkade Company Selects Maud Borup, Inc.® as Partner to Develop Collectible Gourmet Food Gifts**

*Maud Borup to Develop Collector-Edition Items*

(Minneapolis, MN) December 11, 2012 – Thomas Kinkade Company and Maud Borup, Inc. today announced a strategic partnership to develop Thomas Kinkade branded gourmet food gift collectibles. The agreement extends the availability of inspirational works into the food gift category at mass and specialty retailers in the United States and Canada. “Our partnership with Maud Borup opens up more opportunities for collectors to reconnect with what matters most in their lives: family, faith, and a loving home,” said Kristen Barthelman, Director of Licensing at Morning Glory Licensing, the facilitator of the agreement.

The two-year agreement will combine artwork that offers a place of refuge in a hurried world with candy and food gifts that take you back to a simpler time of Grandma’s favorite recipes and Mom’s special treats. “The people at Maud Borup understand not only how to interpret our brand into high quality food blends, but how to offer them in unique and creative ways to attract collectors to this category,” comments Barthelman.

The agreement includes a portfolio of Thomas Kinkade licensed products that will be developed by Maud Borup, including collector gift items available for the first time. “The core beliefs on which both companies were founded are a perfect complement to each other. Our partnership opens the door to new opportunities to extend the Thomas Kinkade collection to enthusiasts,” said Christine Lantinen, president, Maud Borup. Lantinen continues, “It’s a natural fit and everybody wins.”

Thomas Kinkade branded collector gourmet food gift items will be available at major retailers in 2013.

### **About Maud Borup, Inc.**

Maud Borup is a privately-held, woman-owned, Minnesota-based wholesale confections company specializing in gourmet candy and food gifts that whisk you back to memories of Grandma’s cookie jar and Mom’s special treats. Maud Borup designs and manufactures licensed, branded, and private-label products supported by an in-house design and merchandising team with over 20 years in the specialty food gift industry. Maud Borup supplies mass and specialty retailers with confectionary gifts designed to fit their store needs and customer preferences.

In 2011, Maud Borup announced **eco eggs™**, a green, environmentally-friendly division producing the first 100% renewable, compostable plastic Easter eggs made from plants in the USA. Maud Borup and **eco eggs** were founded on business practices that respect employees, the environment, and the earth. Visit [www.maudborup.com](http://www.maudborup.com) and [www.ecoeggs.com](http://www.ecoeggs.com).

### **About Thomas Kinkade Company**

The Thomas Kinkade Company publishes the work of Thomas Kinkade and distributes his art and related collectibles through a global network of independently owned galleries, an extensive network of branded and licensed dealers, and strategic marketing relationships. Mr. Kinkade's artistry includes imagery of gardens, cottages and estates, cityscapes, holiday scenery, and commemorative American landmarks. Known as the Painter of Light™, he is the most collected artist of his time. The Thomas Kinkade Company will continue to create quality products that will help preserve his legacy as "The Painter of Light™." Visit [www.ThomasKinkade.com](http://www.ThomasKinkade.com).

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