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### 03.06.11 Avanti Adds UK Sales Director

Avanti is pleased to announce that David Worthington has joined the company as UK Sales Director. David's responsibilities will include national account relationships, agent sales management, and overall strategic sales responsibility. He joins Avanti's current marketing liaison Susan Fairley, who continues to support customer initiatives with marketing planning, customer services and administration along with her White Pebble team.

David joins Avanti from Radley & Co. where, as Sales Controller, he managed the company's UK and International wholesale handbag and accessories operation. He managed nine external and six internal sales people, with strategic responsibility for the UK and Ireland. David lives in the Manchester area.

"Avanti has a significant opportunity to enhance its sales and brand impact in the UK market, building upon the established foundation," said Worthington. "David's innovative thinking and his retail experience are a strong match for Avanti's next phase of development in the UK," said Chip Owen, Avanti Executive Vice President. "He will help us accelerate current Avanti initiatives to drive strong performance for our UK customers."

Avanti Press is a privately-owned publisher based in Detroit, Michigan, with Creative Offices in New York. Since its founding in 1980, the company has earned numerous awards for its best-selling greeting card collections, which are sold globally in approximately 20,000 retail locations. The company's UK division, Avanti Press, Ltd., was established in 2007 and offers a unique selection of designs for the UK market, plus complete fulfillment, customer care and in-store agent services.