



August 12, 2010

Statement Regarding Provo Craft Warranty Fulfillment

To Whom It May Concern,

Provo Craft offers warranties on many of its products in the United States and Canada. Provo Craft does not administer warranty programs outside of the United States and Canada except through qualified Provo Craft International Distributors, such as Ideal Shopping Direct Plc and its retail channels, Ideal World and Create and Craft. A customer who purchases a product intended for use in the United States and Canada will not receive warranty support outside of those territories. Provo Craft advises its consumers outside of the United States and Canada to confirm, prior to purchase, whether a given product is being sold by a qualified International Distributor in order to enjoy warranty service.

Respectfully,

A handwritten signature in black ink, appearing to read "Don Olsen", written in a cursive style.

Don Olsen  
General Counsel  
Provo Craft & Novelty, Inc.