

# RICHLINE GROUP

*A Berkshire Hathaway Company*

## ***A Richline Group Announcement***

On Thursday October 15th, 2009, the Richline Group, Mount Vernon, NY acquired the intellectual property and distribution rights to the Mother and Child® brand from the Kirchner Corporation, Minneapolis, Minnesota, and Janel Russell Designs, Inc., St. Paul, Minnesota

Dennis Ulrich, CEO of Richline, stated “Janel Russell, the original designer, and the Kirchner family have spent a lot of time, effort, money and passion building the product portfolio and brand to where it is today. It is an ideal addition to our brands”.

Janel Russell introduced her Mother and Child® design in 1980. For almost 30 years, authentic Mother and Child® jewelry has been one of the most popular family-theme jewelry items in history. The design and brand name are one of the most recognized combinations in the jewelry industry today. The Mother and Child® reputation for aggressive, trend-setting styling and quality will be continued by the Richline Group.

Ms. Russell commented “I have found that the Richline team are knowledgeable and enjoyable and will take the brand where it needs to go. I look forward to our relationship.”

Dan Kirchner, President of Kirchner Corporation, added, “We are proud of our past accomplishments and believe strongly that joining together with Richline ensures a marketing success for our brand and satisfaction for our loyal customers”.

Richline’s continued commitment to a combination of creativity and quality craftsmanship, with the addition of our aggressive marketing, ensures the Mother and Child® brand’s future relevance with the appreciative, family-oriented consumer”, commented Dave Meleski, President of Richline Group.

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