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From Charming Beginnings, PartyLite Became One Of the World's Largest Candle Companies, With \$425 Million in Annual Sales

Quick – name one of the world's largest candle companies, the one offering more than 600 different types of candles, home decor and home fragrance options each season. Hint: You can't buy their products in any store.

The company is PartyLite® -- a major force in the world candle market and the #1 party plan company selling candles, candle holders, flameless fragrance and wax warmers, as well as holiday and home décor. PartyLite makes the finest quality and most popular candles you can buy, treasured by millions of candle-lovers the world over.

PartyLite products are sold through direct sales – that is, at home parties – and online in every state in the United States and in 20 other countries. There's a PartyLite party going on somewhere in the world every 18 seconds!

Nearly 55,000 people worldwide sell PartyLite products, and more than 12 million people attend PartyLite parties each year. That currently translates into worldwide sales of \$425 million annually.

PartyLite parties are fun! But people buy PartyLite candles because they love the way they look, the way they smell and the way they burn. PartyLite has always offered customers amazing quality – the very best candles you can buy anywhere.

The PartyLite tradition of making the world's finest candles dates back more than a century to one woman and one candle in the heart of New England, where American candle-making has its roots.

In 1909, a schoolteacher named Mabel Baker began making bayberry candles in her Cape Cod kitchen. Soon she was producing the finest candles in New England. From those sweet, fragrant beginnings emerged a company that, in 1973, introduced a new concept and a new brand called PartyLite.

Far from a handful of bayberry candles, PartyLite today produces nearly 200 million candles a year worldwide, including in its 450,000 square foot state-of-the-art facility in Batavia, Ill., just

west of Chicago. More than 600 different types of candles, home decor and home fragrance options are offered each season.

There are candles in every size and shape – from votives and tealights to pillars and columns; from small round candles to tall, majestic three-wicks and the GloLite by PartyLite™ pillar and jar candles that glow from top to bottom the moment they are lit. PartyLite candles are produced in a glorious palette of the most fashionable new colors in more than 50 artfully blended fragrances, sourced from the world's most exclusive fragrance houses that are also known for creating the world's finest perfumes.

New candles, new colors, new fragrances, fabulous new candle holders, flameless fragrance sources of all kinds, spa-like candles that soothe, seasonal products that delight, beautiful products that bring warmth and joy to any home – PartyLite has them all. As many as 100 new products are typically introduced each year and eagerly awaited by PartyLite fans.

In July 2013, PartyLite celebrated record-breaking sales of one of its newest candles – Esencial Jar by PartyLite® candle. Within seven months of the candle's launch, more than 1 million units were sold worldwide.

PartyLite is, at heart, a company dedicated to its independent sales force, the wonderful people who bring the excitement of PartyLite products to customers. Hundreds of independent sales leaders worldwide support extraordinary teams of PartyLite independent consultants (as the sales people are called) – more than 20,000 of them in North America are growing their individual businesses by helping other consultants succeed in growing theirs.

Additionally, Canadian PartyLite consultants, employees and customers generously support the Children's Miracle Network. In the last 16 years, the PartyLite family has raised nearly \$4 million in support of children in communities across Canada. The PartyLite Fall/Holiday 2013 catalog features an ongoing fundraising opportunity: A portion of every Strawberry Rhubarb GloLite by PartyLite® Jar Candle purchase is donated to Children's Miracle Network. The candle glows from top to bottom the moment it is lit, and is a beautiful reminder of the PartyLite commitment to helping sick children get well.

The corporate culture at PartyLite is truly extraordinary. Visitors at any PartyLite event or at the company's corporate headquarters immediately sense they're in a unique environment – one of mutual support and, above all, recognition for the value of each individual. The company's Culture and Values statement says, "We are committed to each other's success. We believe in fairness, diversity and equal opportunities for all; and we strive to share those opportunities with all. We respect and trust each other, wanting for and not from each other. We honor where we come from, we enjoy what we do, we know who we are, and we value the difference we make."

About PartyLite

PartyLite is the world's #1 party plan company selling candles, candle holders, flameless fragrance and wax warmers, as well as holiday and home décor available in 21 countries through

nearly 55,000 independent PartyLite business entrepreneurs. PartyLite ranks #31 in the Direct Selling News “Global 100 top revenue-generating direct selling companies.” PartyLite Gifts, Ltd. has head offices in Richmond Hill, Ontario, and is a member of the Direct Sellers Association of Canada. This year, PartyLite celebrates 40 years as the global leader in its category and 23 years as a member of the Blyth family of companies (NYSE:BTH). For more information, please visit <http://www.partylite.ca/>.

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