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## From Charming Beginnings, PartyLite Became One Of The World's Largest Candle Companies, With \$500 Million In Annual Sales

Quick -- name one of the world's largest candle companies, the one that offers 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 largest direct-seller of candles, candle accessories and home fragrance products on the planet. 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 on-line in every state in the United States and in 17 other countries. There's a PartyLite party going on somewhere in the world every 18 seconds!

Nearly 60,000 people worldwide sell PartyLite products. More than 12 million people attend PartyLite parties each year. That currently translates into worldwide sales in excess of \$500 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 Platinum 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 newest GloLite by PartyLite™ pillar candle that glows from top to bottom the moment it is 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, best 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 delight 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 1990, PartyLite became part of Blyth, Inc., traded on the New York Stock Exchange under the symbol BTH.

Headquartered in Plymouth, Mass., PartyLite is, at heart, a company dedicated to its 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 who grow their individual businesses by helping other consultants succeed in growing theirs.

Additionally, U.S. PartyLite consultants, employees and customers generously support the fight against cancer by engaging in everything from bake sales to the American Cancer Society Relay For Life® National Corporate Team Program and Making Strides Against Cancer® National Partners Program to the PartyLite Change the World® program, which offers customers the opportunity to round up their purchase price to the nearest dollar to support the Society. In the last 15 years, the PartyLite family has raised nearly \$14 million to help save more lives from cancer. The PartyLite Fall/Holiday 2012 catalog features yet another fundraising opportunity: A dollar of every Strawberry Rhubarb GloLite by PartyLite® Jar Candle purchase is donated to The Society. The candle glows from top to bottom the moment it is lit, and is a beautiful reminder of the PartyLite commitment to helping more people enjoy more birthdays.

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, of 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, with nearly 55,000 independent PartyLite business owners in 18 different countries. PartyLite ranks #31 in

the *Direct Selling News* “Global 100 top revenue-generating direct selling companies.” Based in Plymouth, Mass., PartyLite is a member of the Direct Selling Association. 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 [www.PartyLite.com](http://www.PartyLite.com).