

## **FOR IMMEDIATE RELEASE**

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Perfect Timing, Inc.  
514 Wells Street  
Delafield, WI 53018

### **LANG PROVES TO BE BETTER THAN EVER IN ATLANTA**

*LANG's bankruptcy concerns are behind them after doubling last year's business in Atlanta*

Delafield, WI – With new products stretching from 2011 calendars featuring new artists, to licensed Disney stationery built specifically for the Gift and Specialty market, LANG has proved they are stronger than ever at the Atlanta Gift Show this past week. LANG, which is a brand of Perfect Timing, Inc, recently emerged from Chapter 11 financial restructuring.

LANG debuted new dated and everyday product lines which were extremely well received by retailers. “The reception to our new products was overwhelming. We wrote more than three times as many orders this year than last year,” commented Laurie Gilner, Perfect Timing President and CEO. “The showroom was constantly busy with people curious about LANG.”

The company also hosted an Artist Meet and Greet Friday night in their showroom to honor many of LANG's beloved artists, old and new. “While the champagne and chocolate fountain was certainly a hit, our customers were also delighted to meet the artists whose work they have grown to love,” Gilner stated. “The event was a small gesture to show our appreciation for both our artists and our customers. Without their commitment, we wouldn't be where we are today”

Gilner is pleased that the company saw similar to success as other vendors who reported record sales at the show. For LANG, Atlanta proved to be “a perfect start to 2010.”

### **Background Information**

With headquarters in Delafield, WI, Perfect Timing, Inc. produces and distributes three well known calendar, stationery and specialty gift lines, marketed under the LANG®, Avalanche® and Turner Licensing™ brands.

Specifically, the LANG® line offers beautifully illustrated calendars, holiday cards, ceramic mugs, puzzles, journals and planners, recipe albums and other memorable gifts. Another premier brand, the Avalanche® name is synonymous with trendsetting designs, specializing in organizational products, stationery and unique calendar formats, including the top-selling Plan-it® and Note Nook® lines. Turner Licensing™ is an industry leader in sports licensed calendars, stationery and back-to-school products, featuring 200+ major league and collegiate teams.

### **Contact Information**

For more information about the Perfect Timing brands, contact Janea Rowe, Marketing Coordinator, at 262.646.7676, or [jrowe@lang.com](mailto:jrowe@lang.com).