



CBC Group Purchases Creed Rosary

WRENTHAM, MA (March 17, 2011) -- CBC Group of Phoenix, AZ has purchased Creed Rosary Company of Wrentham, MA. Creed, founded in 1936 is the oldest and best known Catholic sterling silver and rosary firm in the United States. The Creed firm was founded by the Creed family of North Attleboro, MA and prospered under the direction of Jack Creed whose vision and new product development catapulted the firm into a leadership position in the Catholic jewelry industry. Known for years as having the best dies in the industry, the firm is the market leader in Miraculous, St. Christopher, Four Way and Scapular sterling silver medals and chains. In addition Creed Rosary has the most magnificent line of elegant sterling silver and pewter rosaries fashioned with only the most radiant Austrian, Czech and Italian beads.

CBC Group, founded in 1948 is a holding company consisting of various brands that sell product to an assortment of channels with in the Christian field. Starting with the Autom brand in 1948, this family owned firm has created or acquired Living Grace, Milagros, Gifts of Faith and Aquinas Press. Since 2004 CBC Group has acquired Robert Smith Furniture, Lumen Deo Candle, Chace Candles and the one hundred and fifty five year old Will & Baumer Candle Company. CBC Group is headquartered in Phoenix Arizona with manufacturing facilities, a call center and a distribution center in Lewisburg; TN. (www.cbc-group.com)

Mr. Alan Bedard as well as all the Creed employees will continue operating the firm in Wrentham, MA. Some portions of the manufacturing will transfer eventually to Lewisburg, TN.

Alan Bedard, Creed Rosary President said, "We are very pleased to have a new strategic partner who will share our vision for Creed and whose experience can help grow the company. This team is well versed with the needs of our industry and can move us forward in new markets, as well as solidify our position as a leader in the Catholic jewelry field. With their resources, and the help of their able Catholic field sales force we firmly believe Creed will continue to offer our customers the highest quality products and superior customer service that customers have come to expect."

Paul DiGiovanni, CBC Group president, said, "We are thrilled to be a part of the great tradition at Creed. Alan Bedard had the foresight to believe in the Creed name twenty years ago. With vision and hard work he has built the brand into a financially viable leader in the industry that pays tribute to its one hundred and seven year history.

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