



## **Creative Brands, a Division of CBC Group of Phoenix, AZ purchases Heartfelt, Inc.**

**SALEM, VA (August 1, 2011)** -- Heartfelt, Inc. was founded in 1987 by Linwood and Lea Metts. The company has built a reputation in the industry over the last 24 years for quality, unique designs and high-perceived value. Heartfelt creates extensive collections of framed inspirations and sentiments, as well as other gift-related products for gift stores and Christian bookstores. The manufacturing facility and corporate offices for Heartfelt, Inc. are located in Salem, VA.

Creative Brands, a division of CBC Group, was founded in 1948, and consists of multiple brands that sell diversified product offerings to different channels in both the gift and Christian field. Creative Brands is headquartered in Phoenix, AZ with manufacturing facilities, a call center and a distribution center in Lewisburg, TN and a buying office in Hong Kong.

Mr. Linwood Metts, Co-Owner and CEO of Heartfelt, said, "We are very pleased to have a new strategic partner who shares our vision and whose experience can help grow the business. The Creative Brands team is well versed with the needs of our industry and can help us solidify our leadership position in the framed wall art category. We like the way Creative Brands does business, and we believe Heartfelt will continue to offer its customers the highest quality products and the superior service that customers have come to expect."

Paul DiGiovanni, Creative Brands President, said, "We are thrilled to have Heartfelt join our growing portfolio of brands. With vision and hard work, Linwood and his wife, Lea, have built Heartfelt into a well-known brand that stands for outstanding quality, high perceived value and exceptional customer service."

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