

Towle™ Everyday Flatware Tops Category with Greatest Dollar Share Gains in 2014

New York, April 14, 2015 – Lifetime Brands, Inc., a global provider of branded kitchenware, tableware and other products used in the home, announced its Towle™ Everyday brand was recognized by The NPD Group, Inc. retail tracking service as having the greatest dollar share gain in the Casual Flatware category for 2014.

According to Scott Bial, President of Luxury Dinnerware & Metals, Lifetime Brands, Inc., “Our Towle Everyday brand offers transitional looks with fashion driven designs targeted to a younger consumer. We also offer several regionally-inspired patterns under Towle Everyday, including patterns with coastal, nautical, and Southwest influences. The Towle Everyday brand provides style and quality at an accessible price point in the housewares category and the brand continues to grow in popularity each year. We greatly appreciate that The NPD Group recognizes our growth and look forward to continuing our successes with our retail partners.”

The NPD Group’s home division presented its second annual industry performance awards during the International Home + Housewares Show on Saturday, March 7, 2015. Awards were given to housewares and small appliance brands showing the biggest dollar share gains in 2014 versus 2013, according to NPD’s Retail Tracking Service (brands with overall sales among the top 15 in the category were eligible). Awards were presented in cookware, bakeware, cutlery, housewares (everyday) dinnerware, casual beverageware, casual flatware, kitchen electrics, personal care appliances and floor care.

NPD also presented awards in the three small appliance categories to brands with the top dollars velocity in 2014, based on sales performance relative to distribution.

“These awards showcase impressive performance by brands in housewares and small appliance categories, and demonstrate some of the key trends driving the business,” said Lora Morsovillo, president NPD’s home division. “We are thrilled to recognize the brands leading the way in our industry.”

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About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™ and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company’s website is www.lifetimebrands.com.