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**The Aspen Brands Company Named to Inc. 500 | 5000
Fastest Growing Privately Owned Companies for 2010**

Atlanta, Georgia, August 29, 2010 -- The Aspen Brands Company, proud parent to Kate Aspen (unforgettable wedding favors and bridal shower favors), Baby Aspen (unique, boutique-quality baby gifts) and The Aspen Shops, is honored to be included in the prestigious Inc Magazine's 500 | 5000 list of fastest-growing private companies in America for 2010.

Company CEO and co-founder Jennifer Fallon made the announcement at a company meeting, stating "I am so proud we made this list, as it is the perfect reflection of the hard work and dedication to quality, innovation and exceptional customer service that defines who we are as a company."

Kate Aspen designs and manufactures favors for weddings, bridal showers, baby showers and unique bridesmaids' gifts. Kate Aspen favors are renowned for their trend-right design, presentation-ready packaging, and affordable price. Kate Aspen favors are sold worldwide and play a small, yet lovely, part in life's happiest occasions.

Baby Aspen designs and manufactures unique, boutique-quality baby gifts including plush, layettes, blankets, lovies and gift sets--always with baby's comfort and safety in mind. The company's presentation-ready gifts are known for their attention to detail and keepsake, whimsical packaging.

The Aspen Brands sells its favors and gifts to online and brick and mortar retailers worldwide with industry-unique concepts, including no minimums and fast drop shipping. In addition, the company offers The Aspen Shops--a revolutionary e-commerce solution providing retailers with complete, professional customer service, drop shipping service, and website hosting, update and maintenance.

The Aspen Brands Company continues to expand globally, all the while carefully focusing on its core concepts of quality, creativity and innovation in both product development and exceptional customer service. Says Fallon, "We've attracted great talent in the past three years, and look forward to expanding our principal companies as we look forward to more growth in 2011. A special thank you is due to Inc Magazine for this great honor and recognition. We are so amazed to be in the company of past Inc. 500 | 5000 honorees like Zappos, Oracle, Microsoft and Visa."

About The Aspen Brands Company

A good idea, born in a basement business in 2003, has blossomed into a vibrant, growing corporation in a few short years under the guidance of Co-founders Jennifer Fallon, Shirley Wang and DJ Meng. The Aspen Brands Company is proud parent to Kate Aspen and Baby Aspen, designers and manufacturers of

products that celebrate some of life's most joyful moments, and The Aspen Shops, a ground-breaking e-commerce solution for retailers interested in expanding their customer reach beyond brick and mortar stores.

Learn more about the brands under **The Aspen Brands Company** umbrella online at:

Baby Aspen: <http://babyaspen.com>

Kate Aspen: <http://kateaspen.com>

The Aspen Shops: <http://theaspenshops.com>