

Press Release

ORCHARD BRANDS ANNOUNCES THE ACQUISITIONS OF GOLD VIOLIN AND WINTERSILKS

Industry-leading apparel and hardgoods portfolio furthers efforts to become the one-stop shop for the 55+ market.

BEVERLY, MASSACHUSETTS (September 14, 2007) Orchard Brands announced today the acquisitions of Gold Violin and WinterSilks. Orchard Brands (formerly Appleseed's Topco) is a portfolio company of Catalog Holdings, the group of multichannel specialty retailers owned by Golden Gate Capital. Orchard Brands consists of companies focused on the needs of the underserved 55+ senior market. Gold Violin and WinterSilks will join Appleseed's, Blair, Draper's & Damon's, Haband, Norm Thompson, Sahalie, Solutions, and the Tog Shop as part of the \$1 billion-plus family of direct marketers.

Gold Violin, founded in 1999 and based in Charlottesville, Virginia, has a hardgoods offering aimed at providing helpful gadgets for independent living. WinterSilks, founded in 1981 and based in Madison, Wisconsin, is the largest importer and marketer of filament silk in the US. Their signature product is silk long johns for men and women; additionally they offer extensive lingerie, travel wear, outerwear, and accessory choices.

WinterSilks will continue to operate in Madison, Wisconsin and will join the Appleseed's and Tog Shop brands in Beverly, MA. Gold Violin will join Norm Thompson Outfitters outside of Portland, Oregon and retain their office in Charlottesville, Virginia.

Both acquisitions are consistent with the group's ongoing strategy to combine strong brands focusing on the 55+ demographic and to expand and leverage the group's shared customer database.

"Our team is extremely excited about the opportunity to enjoy a mutually beneficial relationship with the impressive list of Orchard Brands companies," said Chris Vig, President of WinterSilks. "We look forward to finding opportunities to further strengthen our brand as a result of the group's economies and to continually improve the level of service we provide our customers - something that is a top priority at WinterSilks."

Similarly, Connie Hallquist, CEO of Gold Violin added, "In the initial work we have done with Orchard Brands we have already seen the great advantage of being associated with this world-class group of businesses. Each brand is able to maintain what makes it uniquely special, yet is also able to tap into a multitude of brand-building opportunities and operational efficiencies. This is the perfect equation for Gold Violin."

"We couldn't be happier with the addition of WinterSilks and Gold Violin to our growing family of companies," said Neale Attenborough, Chairman and CEO of Orchard Brands. "While each serves a special niche that compliments the offerings of our other brands and will provide needed, hard-to-find products for our valued customers, there is also a strong cultural fit with both companies which is very important to our continuing success."

Financial terms of the transactions were not disclosed.

ABOUT GOLD VIOLIN:

Gold Violin is the premier company dedicated to bringing consumers helpful products for independent living. In a category traditionally defined by bland, depressing products, Gold Violin infuses the market with a sense of optimism, elegance and style. Gold Violin markets its products to baby boomers who are buying for aging parents, and seniors buying products for themselves, friends or relatives. The Company sells its products through its direct mail catalog, website, QVC, and Wal-Mart and drugstore pharmacies. AARP has selected Gold Violin as an exclusive AARP Privileges provider for senior gifts and gadgets. In 2002, Gold Violin won the American Society on Aging Small Business of the Year Award. Gold Violin's offices are located in Hillsboro, OR and Charlottesville, VA.

ABOUT WINTERSILKS:

WinterSilks is in the business of bringing luxurious warmth to the world. WinterSilks has a keen knowledge of silk, vast importation experience, and an unwavering commitment to delivering exceptional customer service. The cornerstone of the WinterSilks' product line is sumptuous silk clothing which reigns supreme as the most versatile, breathable, durable, and exquisitely comfortable fiber known to the world. Customers are reached through direct mail, web, and a retail store. WinterSilks' headquarters and retail store are located in Madison, Wisconsin.

ABOUT ORCHARD BRANDS:

A portfolio company of Golden Gate Capital, Orchard Brands is a leading, multi-channel marketer of apparel and home products focused on serving the needs of the rapidly growing market segment of women and men above the age of fifty-five. With more than \$1.1 billion of revenues, Orchard Brands provides quality products to consumers through the direct channels of catalog, Internet and retail, with a relentless focus on delivering superior service. Orchard Brands is comprised of the brands Appleseed's, Blair, Draper's & Damon's, Gold Violin, Haband, Norm Thompson, Sahalie, Solutions, Tog Shop, and WinterSilks.

ABOUT GOLDEN GATE CAPITAL:

Golden Gate Capital is a San Francisco-based private equity investment firm with over \$3.5 billion of capital under management. Golden Gate Capital is dedicated to partnering with world-class management teams to invest in change-intensive, growth businesses. Golden Gate targets investments in situations where there is a demonstrable opportunity to significantly enhance a company's value. The principals of Golden Gate Capital have a long and successful history of investing with management partners across a wide range of industries and transaction types. For more information, please visit www.goldengatecap.com.

For more information about Orchard Brands companies please visit:

www.appleseeds.com, www.blair.com, www.drapers.com, www.goldviolin.com, www.haband.com,

www.normthompson.com, www.sahalie.com, www.solutions.com, www.togshop.com, www.wintersilks.com

For Further Information, Please Contact:

Sarah Bochynski
Director of Strategic Communications
Orchard Brands
503.614.4408