

CROSS ANNOUNCES PARTNERSHIP WITH TORERO CORPORATION PVT. LTD

Torero to market Cross branded leather accessories under license globally

Lincoln, RI – A.T. Cross Company today announced a licensing agreement with Torero Corporation. Torero, a new company based in Kolkata, India, combines the expertise of Metropoli Fashions Pvt. Ltd, of India, and Marroquineria Corporation, of Spain. Metropoli and Marroquineria, both well-established leaders in the global leather business, bring significant design, manufacturing, marketing and selling expertise to drive the development of high quality Cross leather accessories.

“Cross, established in 1846, is an iconic brand with a global recognition. We are already well advanced in the development of high quality, stylish leather accessories designed to broaden the appeal of the brand and its distinctive image,” said Yashovardhan Gupta, Director & CEO of Torero.

“Known for their high quality writing instruments, Cross has always been a trendsetter. We will add to this reputation by introducing an outstanding range of leather products, inspired by Cross’ beautiful pens.

“We have received very positive reviews for the new range of Cross leather products from retailers and distributors. Consumers can expect to see new Cross leather products in leading retail outlets in the near future.”

Chad Mellen, CEO of Cross, said, “We have known for a long time that the Cross name translates well into other categories outside of pens and journals. We have had significant success with our expansion into readers, cufflinks, leather goods and watches. We will build on this success by partnering with companies such as Torero, who offer global expertise in design, manufacturing, distribution and marketing, and who also share our vision for the iconic Cross name.

“Our first licensing venture, for the design and distribution of watches and gentlemen’s cufflinks, has exceeded expectations in terms of design, sales and distribution. Based on these positive first licensing results, and after a detailed market study, we believe that Torero is the ideal partner and our expectations of the market place are high.

“We will continue to make inroads in other categories where the Cross brand can bring value to consumers and trade partners. Steve Markwell, Manager of our Licensing Division, is leading this global development which we see as an area of significant future growth.”

About A.T. Cross Company

Building on the rich tradition of its award-winning writing instruments and reputation for innovation and craftsmanship, A.T. Cross Company is a designer and marketer of branded personal and business accessories. A.T. Cross provides a range of distinctive products that appeal to a growing market of consumers seeking to enhance their image and facilitate their lifestyle. A.T. Cross products, which include award-winning quality writing instruments, journals, readers and timepieces, are distributed in retail and corporate gift channels worldwide. For more information, visit the A.T. Cross website at www.cross.com.

About Torero

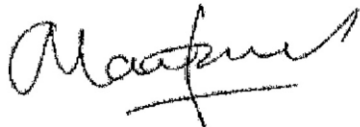
Torero Corporation is a joint collaboration between two large and successful leather houses. Torero will focus only on Cross.

Marroquineria in Spain has built leather design, production and marketing skills over more than 50 years. The company has significant experience with brands. The company owns marquee brands, such as Yanko and Daviletto. It also holds licenses from a number of prestige brands including Guy Laroche and Victorio Y Luchhino.

Metropoli has been successful in the leather business for 25 years. Started by Rajesh Gupta, the company has grown from strength to strength and is now ranked as the leading leather goods company in Kolkata. With BSCI, Sedex, ETI, Reach, and ISO certifications, Metropoli manufactures some of the highest quality products in the world.

Torero is backed by the resources of both these powerful companies. To drive the Cross franchise it has formed a new dynamic team in Kolkata.

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Steve Markwell
General Manager – Cross Global Accessories

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