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FOR IMMEDIATE RELEASE

Mud Pie Announces Exclusive Market Preview of Fall/Holiday 2024 Collections

Mud Pie will showcase a selection of new fall/holiday 2024 product alongside the highly anticipated spring/summer 2024 collection this winter

ATLANTA – Dec. 7, 2023 – Mud Pie, leading gift manufacturer, is delighted to announce that the brand's fall/holiday 2024 collections will be available to preview and pre-sell exclusively at Dallas Total Home & Gift Market and Atlanta Market in January 2024. The company will debut all of the new fall/holiday styles from Mud Pie's home, kids' and women's lines, alongside the highly anticipated debut of the spring/summer 2024 collections.

This exclusive market preview is designed with Mud Pie's longstanding retailers in mind, aiming to provide them with more time and more product options to help them plan for a successful 2024. By offering an earlier-than-ever chance to buy, Mud Pie ensures that these select items will be prioritized for allocation come shipping season. The intention is for Mud Pie's valued retailers to see new product at the beginning of the buyer planning stages, allowing Mud Pie to be a bigger part of their business.

"Our goal is to empower our retailers with the tools they need to succeed, and this exclusive preview is a testament to our commitment to their success," said Zander Brekke, president of Mud Pie. "By providing a first look at the new trends for the season, we aim to help our retailers round out their assortments and position themselves as trendsetters in their markets."

Because this is an exclusive market event, these collections will not otherwise be available to purchase until the catalogs launch in the spring of 2024. Booking an appointment to see the collections at January market ensures that retailers will have the first opportunity to secure these in-demand styles for their businesses. Mud Pie also plans to hold showroom events in both Dallas and Atlanta to get customers excited about the collections.

Marcia Miller, founder and chief executive officer of Mud Pie, notes, "I am proud of our team for pushing the boundaries and coordinating this effort. To have these pieces available for preview so early is a huge accomplishment, and I'm excited to show the retailers all of the new styles and

piece types we have been working on.” In addition to new Thanksgiving and Christmas collection launches, Mud Pie is also debuting a Hanukkah line in 2024.

Mud Pie remains dedicated to supporting retailers in every aspect of their business, and this exclusive preview event is one example of the brand's ongoing commitment to collaboration and excellent customer experience. For more information about Mud Pie and the fall/holiday 2024 collection preview, please contact customerservice@mudpie.com or visit wholesale.mudpie.com.

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About Mud Pie

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.