



## ***Press Release***

### **NOVELTY MANUFACTURING CO ACQUIRES EarthBox® Inc. ASSETS**

July 22, 2014

Lancaster, PA – Locally owned Novelty Manufacturing Co. announced today that it acquired certain assets of Scranton, PA-based EarthBox®, Inc. effective July 1, 2014.

Novelty officials expect this acquisition to improve the EarthBox® brand and widen its customer base. In addition to decorative planters and a broad range of watering cans, Novelty will manufacture and sell EarthBox® gardening systems, accessory items, and replant kits. “A great fit for the two companies, we are excited to add EarthBox® to our current brand offerings”, states Joseph DiMeo, President, Novelty Manufacturing Co.

#### ***About Novelty Manufacturing Co.***

Novelty Manufacturing Co. since 1922, manufactures and distributes high quality, on-trend decorative planters and lawn and garden accessories. With blow- and injection-molded operations in Lancaster, PA, Novelty is a leader in two-step, mass merchant, online, and international distribution.

For more information, please visit [www.noveltymfg.com](http://www.noveltymfg.com)

#### ***About EarthBox®***

Since 1994, EarthBox®, Inc. has been the pioneer in container gardening systems. The patented EarthBox® gardening system was developed by commercial farmers and proven in the lab and on the farm. Its maintenance-free, award-winning, high-tech growing system controls soil conditions, eliminates guesswork, and more than doubles the yield of a conventional garden, with less fertilizer, less water and virtually no effort.

For more information, visit [www.earthbox.com](http://www.earthbox.com)

*To learn more about this acquisition, please contact:*

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