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Giftcraft Announces Appointment of New Chief Executive Officer Former CEO and Vice President Transition to Company's Board of Directors

Toronto, Ontario | January 26, 2021

[Giftcraft, Ltd.](#) announced the appointment of Todd Vore as the company's new Chief Executive Officer effective January 26, 2021. Mr. Vore succeeds former CEO, Trevor Cohen, who will now sit on the Board of Directors for the company. In addition to Mr. Cohen's new role with Giftcraft, the company's long-time Vice President and Director, Gary Polan, will join Mr. Cohen on the Board.

Todd Vore previously held the position of President with Implus, an international industry leader in active lifestyle equipment and accessories. Mr. Vore started his career with Implus 1992 in an entry-level position, rising through the ranks of the organization to his most recent role as President. During his tenure the company enjoyed significant sales and market-share growth.

"I would like to thank Trevor for this opportunity to lead such an awesome team and company," said Todd Vore. "Trevor built Giftcraft on the foundation of inclusion and creativity, fostering a culture where every team member has the opportunity for professional and personal growth. It is an honor to lead Giftcraft into the future."

"I strongly believe Todd is the perfect candidate to fill my role as CEO. Both Gary and I are confident the company is well-positioned for growth and are confident, with the support of the Giftcraft Team, the future looks bright and Giftcraft will continue to grow and prosper under his leadership." Trevor Cohen.

The entire Giftcraft Team would like to thank Trevor and Gary for their years of dedication and support. They have navigated the company through difficult times with tremendous success and unwavering commitment to excellence. While they will both be removed from the day-to-day operations, their presence on the board will ensure their keen insight and guidance will be on-going.

About [Giftcraft](#): Giftcraft is a lifestyle industry leader with over a 75-year history and today services a diverse network of over 20,000 décor and giftware retailers in North America and internationally. With its corporate headquarters, distribution center and showroom near Toronto, Canada, and major showrooms in Atlanta and Las Vegas, Giftcraft sets the standard in innovative design and development of decorative and functional lifestyle products to meet both the décor and giftware needs of today's savviest retailer and consumer. In 2019, Giftcraft completed a recapitalization and new partnership with CID Capital and ORIX Mezzanine & Private Equity in conjunction with ongoing succession planning and to accelerate the Company's future growth plans.