



NEWS RELEASE

FOR IMMEDIATE RELEASE
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CSS INDUSTRIES, INC. ANNOUNCES EXECUTIVE LEADERSHIP CHANGES

- *Carey B. Edwards Resigns As Executive Vice President – Sales*
 - *Cara L. Farley Appointed to Newly-Created Position of Executive Vice President – Sales and Marketing*

PLYMOUTH MEETING, PA, April 1, 2019 – CSS Industries, Inc. (NYSE:CSS) announced today the resignation of Carey B. Edwards as Executive Vice President – Sales of the Company, and the appointment of Cara L. Farley to the Company’s newly-created position of Executive Vice President – Sales and Marketing. Mr. Edwards is leaving the Company to pursue other business interests, and he will remain employed by CSS until April 12, 2019 to assist with transition-related matters.

Since joining CSS in 2015, Ms. Farley has served in various CSS senior marketing leadership positions. Most recently, she served as the Company’s Executive Vice President – Marketing and Product Development, managing all aspects of the Company’s marketing and new product functions, including the Company’s current strategies to expand CSS’ direct-to-consumer presence through its omni-channel initiatives. Prior to joining CSS, Ms. Farley served as Vice President – Product Development of the EK Success Brands group of Wilton Brands, LLC, as Vice President – Brand Marketing with Mega Brands America, and in various marketing and product manager positions with Crayola, LLC. Ms. Farley holds a Bachelor of Business Administration in International Marketing from Bernard M. Baruch College CUNY, and a Master of Business Administration in Marketing from DeSales University.

“We thank Carey for his twelve years of service to CSS, including the leadership that he provided to our entire sales team since July 2015, and we wish him well in his future endeavors,” commented Christopher J. Munyan, CSS’ President and Chief Executive Officer.

“The creation of our new role of Executive Vice President – Sales and Marketing enables us to further drive alignment between our sales and marketing teams, consistent with our previously announced management project to simplify processes across our organization and to define more clearly the drivers of profitability within our base business,” added Mr. Munyan. “With Cara’s prior experience, she brings significant industry expertise and knowledge to this new role. Cara was instrumental with our Simplicity and McCall acquisitions, and in driving our previously announced initiatives related to the combination of such businesses, including the integration of the Simplicity and McCall marketing and product development teams. She also has led our previously announced key omni-channel initiatives, including “Confetti Collection™” (our newly launched direct to consumer gift subscription

service), our expected summer 2019 launch of a new mobile sewing app called “Sew the Look™”, and our expected expanded investment in downloadable sewing patterns. We look forward to Cara’s continued contributions to our Company.”

About CSS Industries, Inc.

CSS is a creative consumer products company, focused on the craft, gift and seasonal categories. For these design-driven categories, we engage in the creative development, manufacture, procurement, distribution and sale of our products with an omni-channel approach focused primarily on mass market retailers. Our core products within the craft category include sewing patterns, ribbons, trims, buttons, and kids crafts. For the gift category, our core products are designed to celebrate certain life events or special occasions, with a focus on packaging items, such as ribbons, bows, bags and wrap, as well as stationery, baby gift items, and party and entertaining products. For the seasonal category, we focus on holiday gift packaging items, including ribbons, bows, bags, tags and gift card holders, in addition to specific holiday-themed decorations and activities, including Easter egg dyes and Valentine’s Day classroom exchange cards. In keeping with our corporate mission, all of our products are designed to help make life memorable.

Forward-looking Statements

This press release includes “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including, among others, statements regarding our expected summer 2019 launch of a new mobile sewing app called “Sew the Look™”, and our expected expanded investment in downloadable sewing patterns. Forward-looking statements are based on the beliefs of the Company’s management as well as assumptions made by and information currently available to the Company’s management as to future events and financial performance with respect to the Company’s operations. Forward-looking statements speak only as of the date made. The Company undertakes no obligation to update any forward-looking statements to reflect the events or circumstances arising after the date as of which they were made. Actual events or results may differ materially from those discussed in forward-looking statements as a result of various factors, including without limitation, risks associated with the expected future mobile sewing app and the expected future investment in downloadable sewing patterns and digitization of artwork, including the risk that such projects may be delayed or terminated or may yield unfavorable results; risks associated with the Company’s overall strategy and its five strategic pillars, including the risk that the Company may not successfully execute on its strategy and the risk that execution of the strategy will not yield favorable results; general market and economic conditions; increased competition (including competition from foreign products which may be imported at less than fair value and from foreign products which may benefit from foreign governmental subsidies); information technology risks, such as cyber attacks and data breaches; currency risks and other risks associated with international markets; and other factors described more fully in the Company’s annual report on Form 10-K and elsewhere in the Company’s filings with the Securities and Exchange Commission. As a result of these factors, readers are cautioned not to place undue reliance on any forward-looking statements included herein or that may be made elsewhere from time to time by, or on behalf of, the Company.