



NEWS RELEASE

FOR IMMEDIATE RELEASE
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CHRISTOPHER J. MUNYAN
PRESIDENT AND CHIEF EXECUTIVE OFFICER
610-729-3740
Chris.munyan@cssindustries.com

MELISSA LUDWIG JOINS CSS INDUSTRIES' BOARD OF DIRECTORS

PLYMOUTH MEETING, PA, January 29, 2019 – CSS Industries, Inc. (NYSE: CSS) is pleased to announce that Melissa Ludwig has been elected as a member of the Board of Directors of the Company. Ms. Ludwig brings more than 30 years of retail store operations and merchandising experience with Macy's Inc., including serving as Senior Vice President, Macy's East from 1994 until 2009, and as Group Vice President from 2009 until her retirement in 2017. As the recognized chief market expert across Macy's Inc.'s Mid-Atlantic region, Ms. Ludwig had direct profit and loss accountability ranging from \$380 million to \$600 million and responsibility for managing a workforce which at times was comprised of approximately 3,000 employees. She also developed and led business strategy, drove excellence in operations and financial management, and developed high-performing executive teams across Operations, Merchandising, Planning, Visual, Human Resources and Asset Protection.

In addition to her significant retail experience, Ms. Ludwig also has served in leadership positions with numerous professional and non-profit organizations, and currently serves as Vice President of the Board of Directors of Susan G. Komen Philadelphia and as a Board member of the Pennsylvania Convention Visitors Bureau. She is a co-founder of the Philadelphia Fashion Incubator. Ms. Ludwig also currently serves as a member and investor with Broad Street Angels, and as an Advisory Board member of Mytonomy. She is a graduate of Moravian College.

In announcing Ms. Ludwig's election, Rebecca Matthias, Chair of the Board of CSS, said "We are pleased to have Melissa join CSS as a member of our Board of Directors. With Melissa's extensive retail store operations and merchandising expertise, we look forward to her advice and guidance as a CSS Board member."

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.

Source: CSS Industries