

July 1, 2009

### **Heartland Consumer Products makes move to Lakewood, OH location**

New name, location to better represent the quality and dedication of product and company  
Cleveland, OH – Heartland Consumer Products LLC, formerly known as Harbro LLC, is pleased to announce their move to 18615 Detroit Avenue in Lakewood, Ohio after 10 years at their previous location in Brighton, Michigan.

"We are all very excited about the company's new location. It will provide us with the space to grow our business and allow us to expand with great new people and products," said CEO and owner of Heartland Consumer Products, Tom Donelan.

Donelan led a group of investors to acquire the company in the autumn of 2008. "The company's new name represents both where we're from and who we are," explained Donelan. "The Heartland' is where people come together in America. Our products bring people together for fun and great times."

"The move to this location is particularly exciting for me because we're bringing new business and new opportunities to Northeast Ohio during a tough economic time, said Donelan. "I'm a west-sider and I love the Cleveland area—there's a great vibe in Lakewood that I know will bring plenty of energy to our company and our effort to grow."

Privately held, Heartland Consumer Products is a leading marketer of playing cards and card games including Vegas Brand®, VIP Brand®, and Gold Crown®. In addition, Heartland Consumer Products, LLC is the patent holder of the popular DrizzleStik® line of golf club umbrellas. Heartland's products are available in over 20,000 stores nationwide, including Wal-Mart, Target, Dick's Sporting Goods, Marc's and Discount Drug Mart. For additional information on Heartland Consumer Products or for retail locations visit: [www.heartland-products.com](http://www.heartland-products.com).

For additional information, product images or leadership headshots please contact:

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