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Midwest-CBK Acquired By MVP Group International

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MVP Group International, manufacturer of candles and home fragrance products, announced it will acquire Midwest-CBK, a leading holiday, gift, candle, and décor company with more than 100 years of experience in the giftware industry. Key brands of Midwest-CBK include Colonial Candle, Seasons of Cannon Falls and CBK. The closing is expected before May 31, 2011.

“Midwest-CBK and MVP Group International are an excellent strategic fit for each other,” says MVP Group International CEO Mary Propes. “The strength of MVP’s core competency of global sourcing and its focused approach towards strategic marketing and branding initiatives will benefit our growth objectives, whereas the Midwest-CBK innovative design and development team and large, established customer base will further an overall growth strategy in the premium channel in branded candles, seasonal decorative accessories, décor and giftware.”

MVP Group International, headquartered in Charleston, South Carolina, designs, manufactures and markets an extensive line of candles and home fragrance products, including scented candles, potpourri, and other fragrance products, and markets a broad range of related candle accessories through multiple channels. **GP**