

# DEFINING HISTORY ONE PARTY AT A TIME!

From basement beginnings to becoming the world's largest sterling silver home party company, Silpada Designs has come a long way. A passion to help women look and feel their best, combined with a love for sterling silver jewelry, has taken Silpada Designs Co-founders Bonnie Kelly and Teresa Walsh on a journey they never imagined. Years ago, their friendship sparked a basement-born business that has already inspired tens of thousands of women across the globe to define their own success. One party at a time, women are discovering the true meaning of Silpada!

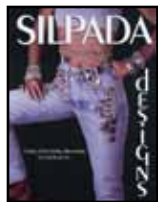
**1985** Pre-Silpada ▶ Bonnie and Teresa meet and become best friends when the oldest of their three children start 1st grade.

**1993-1997** Pre-Silpada ▶ Bonnie and Teresa each take \$25 from their grocery money to start Cool Jewels. For each of the next five years, Bonnie and Teresa average 125 parties and \$175,000 in sales.



**1997** ▶ Bonnie, Teresa and Bonnie's husband, Jerry Kelly, launch Silpada Designs. The first catalog featured more than 275 sterling silver jewelry designs and was photographed in the Kellys' home basement.

▶ 14 women sign on as the first independent Silpada Designs sales representatives.



**1998** ▶ Silpada begins designing and manufacturing its own line of handcrafted sterling silver jewelry and begins introducing 125-150 exclusive designs annually.



**2000** ▶ Silpada sends three representatives on its first incentive trip, an expense-paid cruise to the Bahamas!

▶ Retail sales surpass \$1 million.



**2002** ▶ 16,000 sq. ft. Silpada Designs corporate headquarters and distribution center opens to support record growth.

▶ Silpada's jewelry line expands to more than 450 designs, featuring sterling silver and semiprecious stones.



**2004** ▶ Retail sales exceed \$50 million. Silpada Designs is recognized as the largest direct seller and one of the top retailers of sterling silver jewelry in the United States.

▶ Silpada Designs partners with the Juvenile Diabetes Research Foundation (JDRF), establishing a national Polishing Off Juvenile Diabetes fundraising campaign.



**2005** ▶ Silpada Designs moves to a new, 120,000 sq. ft. corporate office and distribution center in Lenexa, Kansas.



**2006** ▶ In less than two years, Silpada and its representatives raise more than \$325,000 for JDRF.



**2007** ▶ With more than 17,000 independent representatives and retail sales of nearly \$190 million, Silpada Designs launches a national advertising and public relations campaign.

▶ Silpada acquires an adjoining 250,000 sq. ft. distribution center, establishing a corporate campus of more than 370,000 sq. ft. on 30 acres.

▶ Silpada celebrates its 10th anniversary.



**2008** ▶ On April 1, 2008, Silpada opens its first international venture in Canada.



**2010** ▶ In March 2010, Silpada launches in the United Kingdom.

▶ On July 28, 2010, Avon Products, Inc. acquires Silpada Designs, complementing its beauty and cosmetics line and further enabling Silpada to reach women across the globe for decades to come.

▶ **SILPADA®**

STERLING SILVER JEWELRY  
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## MEDIA CONTACT:

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