



## press release

October 3, 2003

### [Lillian Vernon chooses Trilogy to upgrade its website](#)

Cranbury, New Jersey, Friday, October 3, 2003 – Trilogy Leasing Co., LLC, a leading supplier of customized and full service technology leasing, announced that it has supplied Lillian Vernon Corporation, a leading national catalog and online retailer, with upgraded hardware for the company's website, [www.lillianvernon.com](http://www.lillianvernon.com). Trilogy has put new state-of-the-art hardware in place to double the capacity of the Lillian Vernon website for the upcoming Christmas season.

Lillian Vernon has been leasing equipment from Trilogy since its inception in 1999. Company founder Jeff Liebenthal has been working with Lillian Vernon since 1987. The Company has utilized Trilogy's equipment including AS/400, RS/6000, disk and tape equipment, telecommunications, ACD equipment, mainframe and network gear.

Jeff Liebenthal, President and Chief Executive Officer of Trilogy, commented, "We value our relationship with Lillian Vernon and appreciate the fact they have been a loyal client for many years. Trilogy has developed solutions for Lillian Vernon which are both technically and financially sound."

Lillian Vernon, Founding Chairman of Lillian Vernon Corporation, stated, "Trilogy has allowed us to make major systems upgrades and technology enhancements company-wide at a reasonable cost. They have been an ideal partner to help create the most advanced website for our customers in order to accelerate the growth of our online business, our fastest growing channel of distribution."

Trilogy Leasing is a Cranbury, New Jersey based lessor and supplier of technology and telecommunications equipment. Trilogy supports many Fortune 500 and other leading companies nationwide. The company maintains a website at [www.trilogyleasing.com](http://www.trilogyleasing.com).

Lillian Vernon is a 52 year-old national catalog and online retailer that markets gift, housewares, gardening, Christmas and children's products. The Company is one of the largest specialty catalogs in the United States. Lillian Vernon Corporation and its subsidiaries publish seven catalog titles: Lillian Vernon, Lilly's Kids, Favorites, Christmas Memories, Personalized Gifts, Rue de France, and a Sale catalog. Lillian Vernon's online catalogs are accessible at [www.lillianvernon.com](http://www.lillianvernon.com) and [www.ruedefrance.com](http://www.ruedefrance.com). The Company also sells its products to the Business-to-Business and outlet store markets.