



PRESS RELEASE

FOR IMMEDIATE RELEASE

THE WORLD'S LARGEST DIRECT SELLER OF HOME AMBIANCE PRODUCTS PARTYLITE IMPLEMENTS ORDER FULFILLMENT TECHNOLOGY EXPANSION FROM CAPE SYSTEMS

South Plainfield, NJ (February 17, 2010) – CAPE Systems Group, Inc. (Pink Sheets:CYSG), a leading provider of supply chain optimization technologies, today announced that **PartyLite**, the world's largest direct seller of home ambiance products, including candles, candle accessories, and spa and home fragrance products, has implemented a technology expansion utilizing CAPE's advanced PicRite® Pick-to-Light order fulfillment technology at its Carol Stream, Illinois 500,000 square foot distribution facility.

Mark W. Pennybacker, Sr. Director, North American Distribution for PartyLite, commented, "The implementation went extremely smooth and on schedule. The pick-to-light order fulfillment expansion allows us to distribute our orders in the most efficient, rapid and accurate way possible. By utilizing CAPE's automated technology solutions, we greatly reduce the amount of paper generated within our facility to fulfil customer orders. We have a more positive impact on the environment and lower our carbon footprint all while increasing customer satisfaction."

Dave Sasson, COO and CTO of CAPE, commented, "We are extremely pleased that PartyLite continues to select CAPE and our technology solutions to meet the needs of PartyLite's most demanding distribution and fulfillment environments."

About CAPE Systems

CAPE Systems is an international provider of supply chain management technologies. CAPE Systems offers a comprehensive range of software systems and tools, from packaging and pallet optimization software, RFID asset tracking, to integrated warehouse and inventory management solutions, pick-to-light systems, and transportation management systems for enterprise wide and collaborative supply chain optimization. For more information about CAPE visit: www.capesystems.com.

About PartyLite

PartyLite is a leader in the art of creating ambiance and entrepreneurial home business opportunities, with over 50,000 Consultants worldwide. PartyLite is a member of Blyth, Inc a leading designer and marketer of home fragrance and home décor products, traded on the New York Stock Exchange, symbol (NYSE:BTH). For more information about PartyLite visit www.partylite.com.

About Blyth, Inc.

Blyth, Inc., headquartered in Greenwich, CT, USA, is a Home Expressions company that markets an extensive array of home fragrance products, decorative accessories, seasonal

decorations and household convenience items. The Company sells its products through multiple channels of distribution, including the home party plan method of direct selling and one-on-one direct selling, as well as through the wholesale and catalog/Internet channels. Blyth also markets tabletop lighting and chafing fuel for the Away From Home or foodservice trade. The Company manufactures most of its candles and chafing fuel and sources nearly all of its other products. Its products are sold direct to the consumer under the PartyLite®, Two Sisters Gourmet® by PartyLite and ViSalus Sciences® brands, to retailers in the premium and specialty retail channels under the Colonial Candle®, CBK® and Seasons of Cannon Falls® brands, to retailers in the mass retail channel under the Sterno® brand, to consumers in the catalog/Internet channel under the As We Change®, Miles Kimball®, Exposures®, Walter Drake®, The Home Marketplace®, Easy Comforts® and Boca Java® brands, and to the Foodservice industry under the Sterno®, Ambria® and HandyFuel® brands. In Europe, Blyth's products are also sold under the PartyLite brand.

Blyth, Inc. may be found on the Internet at www.blyth.com.

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