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FOR IMMEDIATE RELEASE

Mud Pie Appoints Executive Vice President of Operations and Supply Chain

Paul Limbaugh joins Mud Pie after working with the company on a consulting basis in 2022

ATLANTA – Feb. 10, 2023 – Mud Pie welcomes Paul Limbaugh as its new Executive Vice President of Operations and Supply Chain. In this newly created role, Limbaugh will oversee distribution center strategy and operations, overseas freight purchasing and logistics, and labor planning.

Limbaugh has more than two decades of professional supply chain experience, and has held various leadership positions in the wholesale and retail industries. Limbaugh joins Mud Pie from Hopland Fulfillment, a third-party logistics and order fulfillment firm that Limbaugh founded and managed. He also served as chief operations officer at Accent Décor, director of supply chain operations and customer support at Stokke AS, and manager of logistics operations at Carter’s | OshKosh B’gosh.

Marcia Miller, Mud Pie’s founder and chief executive officer, notes, “We are thrilled to welcome Paul to the Mud Pie team in this capacity. His supply chain and logistics experience is crucial to improve our operations and overall customer experience. We look forward to seeing what Paul brings to the table to help Mud Pie propel forward.”

Limbaugh notes, “I look forward to improving Mud Pie’s supply chain to better serve those customers who have been loyal to the brand for years, as well as those that are placing their first order. Our ability to execute at a high level will enable us to be the type of partner our retailers want to grow with.” When asked what sparked his interest in supply chain and operations, Limbaugh said, “As consumers, all of the products we use on a daily basis were likely on a boat, truck or airplane, at some point. Many originated in a factory and moved through a warehouse to get to our homes. The process of moving

goods smoothly through a vast network is fascinating and presents challenges every day.”

Limbaugh was born in Childersburg, AL, and graduated from Auburn University with a degree in supply chain. He moved to the metro Atlanta area to pursue professional logistics experience, and currently resides there with his wife and four children.

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About Mud Pie

Mud Pie is a home décor and lifestyle brand founded in 1988 with 10 home items, and has since expanded to design, manufacture and distribute thousands of new products each season across three divisions: Home, Kids and Women. Mud Pie is a female-founded and operated company headquartered in Atlanta, GA, selling to over 16,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.