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FOR IMMEDIATE RELEASE

Mud Pie Launches Lower Wholesale Freight Rates to Support Retail Growth

New freight matrix is expected to deliver average savings of approximately 40% on eligible wholesale orders

ATLANTA – September 1, 2026 – Mud Pie, a leading gift and home décor brand, today announced a new wholesale freight matrix designed to lower the cost of doing business for its retail partners. Beginning September 1, applicable wholesale accounts will receive new lower standard freight rates automatically under the company's approved policy.

The new freight structure is expected to deliver estimated average savings of approximately 40% compared with current freight charges, giving retailers greater flexibility to expand assortments, reorder best sellers and reinvest in their businesses. Actual savings will vary by shipment, destination, service, and applicable accessorial charges.

"Mud Pie is passionate about supporting the growth of our retail partners, and we believe that commitment should show up in practical ways that make a real difference in their businesses," said Mark Smith, chief executive officer of Mud Pie. "Freight costs have been unusually volatile in recent years, making it difficult for retailers to plan with confidence, and this new program is designed to provide greater consistency and value. When we can use our scale to leverage better rates, we will always work to pass those savings directly to our partners, giving them more room to broaden assortments, reorder proven sellers and invest in the experiences that help their stores and communities thrive."

The new matrix launches today with Mud Pie's Spring 2027 Kids' collection, giving retailers an immediate opportunity to build new assortments under the lower freight structure. The rates will apply automatically to applicable orders under the company's approved policy. Retailers can review the matrix, terms, and frequently asked questions at wholesale.mudpie.com or by contacting their Mud Pie sales representative.

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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 headquartered in Atlanta, GA, selling to more than 12,000 specialty retailers nationwide and directly to consumers at www.mudpie.com.