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Item 9.01. Financial Statements and Exhibits

(c) Exhibits

99.1 Press Release dated March 2, 2006.

Signature

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Lifetime Brands, Inc.

By: /s/ Robert McNally
Robert McNally
Vice President of Finance and
Chief Financial Officer

Date: March 3, 2006

Exhibit 99.1

LIFETIME BRANDS DELIVERS RECORD ANNUAL AND QUARTERLY RESULTS

WESTBURY, N.Y., March 2, 2006 -- LIFETIME BRANDS, INC. (NASDAQ NM: LCUT), a leading designer, developer and marketer of a broad range of nationally branded consumer products used in the home, today announced results for the three months and full year ended December 31, 2005.

Financial and Operating Highlights

Net sales for 2005 increased 63% to \$307.9 million. Net income for the year rose 66% to \$14.1 million. Net income per diluted share increased 64% to \$1.23.

Net sales for the fourth quarter of 2005 increased 83% to \$124.4 million. Net income for the quarter rose 35% to \$7.2 million. Net income per diluted share increased 28% to \$0.60.

During the year, Lifetime achieved significant internal growth in all of its major product categories.

During the quarter, the Company completed its integration of the Pfaltzgraff business it acquired in July 2005 and restructured Pfaltzgraff's supply chain to reduce the cost of products while keeping quality high.

Jeffrey Siegel, Chairman, President and Chief Executive Officer, commented, "2005 was an outstanding year for our Company. Even before taking into account the contributions of the Pfaltzgraff and Salton businesses we acquired in 2005, our sales and earnings

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set records for both the year and the fourth quarter.

"Our results for the year, as well as for the fourth quarter, reflect dynamic growth in our cutlery and kitchenware categories, which was powered by a successful rollout of KitchenAid(R) cutlery, increased retail placement of our expanded line of Farberware(R) cutlery and increased distribution of KitchenAid(R) and Farberware(R) tools and gadgets.

"Over the past several months, we completed the integration of the Pfaltzgraff and Salton businesses, which have firmly established Lifetime as a leader in the important tabletop category. We have applied Lifetime's extensive overseas sourcing expertise for Pfaltzgraff, and have made good progress in reducing the cost of merchandising while keeping product quality at the same high level.

"We expect that, in 2006, we will see growth across all the Company's major brands, products and customer base. This growth will be driven by our relentless commitment to innovation and new product development. At the 2006 International Home & Housewares Show, to be held in Chicago later this month, Lifetime will introduce approximately 825 new items. For the year, we expect to introduce approximately 1,400 new SKUs - double last year's number.

"Overall, we are very pleased with the strength of our business, and are especially gratified by the strong organic sales momentum we achieved in the fourth quarter. As a result, our outlook for 2006 remains extremely positive. As we announced in January 2006, we expect net sales for the year to range from \$380 million to \$400 million, and earnings per share to range from \$1.45 to \$1.70."

Lifetime has scheduled a conference call Thursday, March 2, at 11:00 a.m. Eastern time to discuss fourth-quarter 2005 results and additional matters. The dial-in number for the call is (706) 634-1218. A replay of the call will also be available through Thursday, March 9, and can be accessed by dialing (706) 645-9291, conference ID #4201405. A live webcast of the call will be broadcast at the Company's web site, www.lifetimebrands.com. For those who cannot listen to the live broadcast, an audio replay of the call will also be available on the site.

Lifetime is a leading designer, marketer and distributor of kitchenware, cutlery & cutting boards, bakeware & cookware, pantryware & spices, tabletop and bath accessories, marketing its products under various trade names, including Farberware(R), KitchenAid(R), Pfaltzgraff(R), Calvin Klein(R), Cuisinart(R), Hoffritz(R), Sabatier(R), Nautica(R), Joseph Abboud Environments(R), Roshco(R), Baker's Advantage(R), Kamenstein(R), CasaModa(TM), and :USE(R). Lifetime's products are distributed through almost every major retailer in the United States.

The information herein contains certain forward-looking statements including statements concerning the Company's future prospects. These statements involve risks and uncertainties, including risks relating to general economic conditions and risks relating to the Company's operations, such as the risk of loss of major customers and risks relating to changes in demand for the Company's products, as detailed from time to time in the Company's filings with the Securities and Exchange Commission.

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LIFETIME BRANDS, INC.
 INCOME STATEMENT
 (in 000's, except per share data)

	Three Months Ended December 31, (Unaudited)		
	2005	2004	% Increase
Net Sales	\$124,381	\$68,059	82.8%
Cost of Sales	72,525	40,100	80.9%
Distribution Expenses	10,795	6,426	68.0%
SG&A	28,355	12,378	129.1%
Income from Operations	12,706	9,155	38.8%
Interest Expense	1,087	299	263.5%
Other (Income)	(34)	(15)	
Income Before Taxes	11,653	8,871	31.3%
Tax Provision	4,427	3,531	25.4%
Net Income	\$7,226	\$5,340	35.3%
Diluted Earnings Per Common Share	\$0.60	\$0.47	
Weighted Average Shares	12,144	11,250	

LIFETIME BRANDS, INC.
 INCOME STATEMENT
 (in 000's, except per share data)

	Twelve Months Ended December 31, (Unaudited)		
	2005	2004	% Increase
Net Sales	\$307,897	\$189,458	62.5%
Cost of Sales	177,493	111,497	59.2%
Distribution Expenses	32,966	22,830	44.4%
SG&A	72,266	40,282	79.4%
Income from Operations	25,172	14,849	69.5%

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Interest Expense	2,489	835	198.1%
Other (Income)	(73)	(60)	
Income Before Taxes	22,756	14,074	61.7%
Tax Provision	8,647	5,602	54.4%
Net Income	\$14,109	\$8,472	66.5%
Diluted Earnings Per Common Share	\$1.23	\$0.75	
Weighted Average Shares	11,506	11,186	

LIFETIME BRANDS, INC.
CONDENSED CONSOLIDATED BALANCE SHEETS
(in thousands)

	December 31, 2005	December 31, 2004
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 786	\$ 1,741
Accounts receivable, net	49,158	34,083
Merchandise inventories	91,953	58,934
Prepaid expenses and other current assets	14,356	8,667
TOTAL CURRENT ASSETS	156,253	103,425
PROPERTY AND EQUIPMENT, net	23,989	20,003
INTANGIBLES, net	40,264	31,484
OTHER ASSETS	2,645	2,305
TOTAL ASSETS	\$ 223,151	\$ 157,217
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES		
Short-term borrowings	\$ 14,500	\$ 19,400
Accounts payable and accrued expenses	46,091	28,037
Income taxes payable	9,819	5,476
TOTAL CURRENT LIABILITIES	70,410	52,913
DEFERRED RENT & OTHER LONG TERM LIABILITIES	2,287	2,072
DEFERRED INCOME TAX LIABILITIES	4,967	4,294
LONG TERM DEBT	5,000	5,000
STOCKHOLDERS' EQUITY	140,487	92,938
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 223,151	\$ 157,217