

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D. C. 20549

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FORM SE

FORM FOR SUBMISSION OF PAPER FORMAT EXHIBITS
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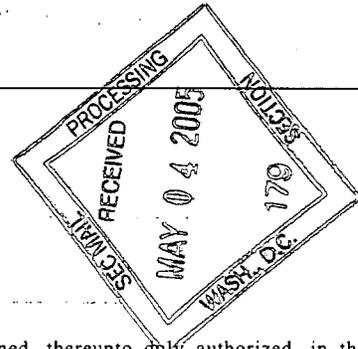
Lifetime Loan Corporation
Exact name of registrant as specified in charter

0000874396
Registrant CIK Number

2005 Definitive Proxy (DEF 14A)
Electronic report, schedule or registration statement
of which the documents are a part (give period of report) FOR 12-31-04

0-19254
SEC file number, if available

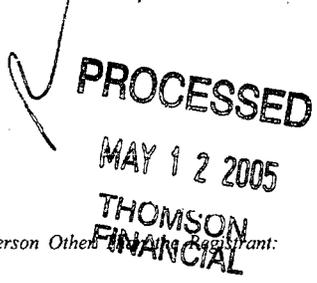
Name of Person Filing the Document
(If other than the Registrant)



SIGNATURES

Filings Made By the Registrant:

The Registrant has duly caused this form to be signed on its behalf by the undersigned, thereunto duly authorized, in the
City of Westbury State of New York 2005



By: Robert McNally
(Name and Title)
Robert McNally
VP Finance, CFO, Treasurer

Filings Made by Person Other than Registrant:

After reasonable inquiry and to the best of my knowledge and belief, I certify on _____, 20____, that the information set forth in this statement is true and complete.

By: _____
(Name)

(Title)

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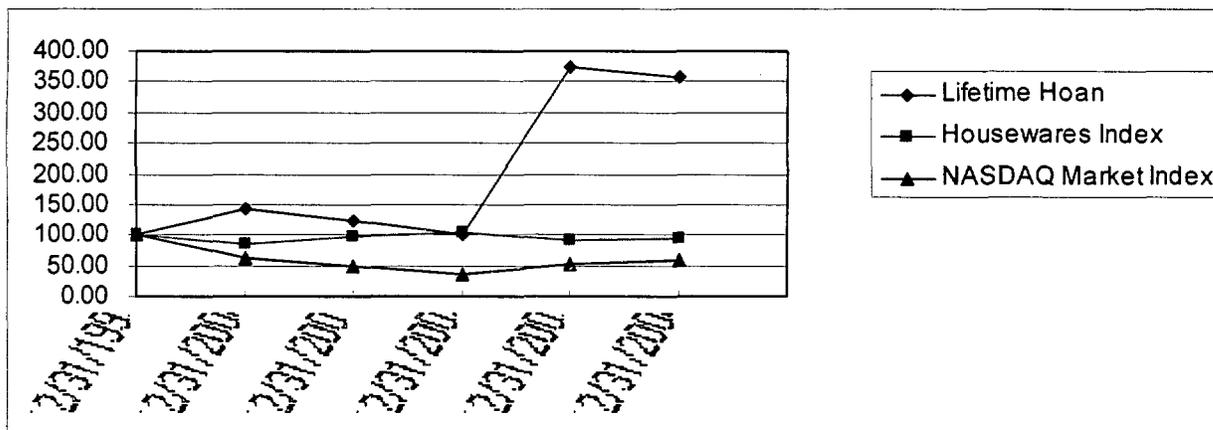


PERFORMANCE GRAPH

The following graph compares the cumulative total return on the Company's Common Stock with the Nasdaq Market Value Index and the Housewares Index - Media General Industry Group. The comparisons in this table are required by the Securities and Exchange Commission and are not intended to forecast or be indicative of the possible future performance of the Company's Common Stock.

LIFETIME HOAN CORPORATION

Cumulative Total Stockholder Return for the Period December 31, 1999 through December 31, 2004.²



Date	Lifetime Hoan	Nasdaq Market Index	Housewares Index
12/31/99	\$100.00	\$100.00	\$100.00
12/31/00	142.84	62.85	83.73
12/31/01	122.92	50.10	97.71
12/31/02	101.78	34.95	105.06
12/31/03	372.84	52.55	90.07
12/31/04	356.66	56.97	94.88

² Assumes \$100 invested on December 31, 1999 and assumes dividends reinvested. Measurement points are at the last trading day of each of the fiscal years ended December 2004, 2003, 2002, 2001 and 2000. The material in this chart is not soliciting material, is not deemed filed with the Securities and Exchange Commission and is not incorporated by reference in any filing of the Company under the Securities Act of 1993, as amended, or the Securities Exchange Act of 1934, as amended, whether or not made before or after the date of this Proxy Statement and irrespective of any general incorporation language in such filing. A list of the companies included in the housewares index will be furnished by the Company to any stockholder upon written request to the Vice President, Finance and Treasurer of the Company.