

AMAZON.COM'S CHRIS NIELSEN TO DISCUSS TOP TRENDS AND INNOVATIONS AT PACIFIC MARKET CENTER

Amazon Vice President a featured speaker at 2009 Winter Gift & Home Accessories Show

SEATTLE – Pacific Market Center, the leading permanent wholesale market on the west coast, announces Chris Nielsen, Vice President of Amazon.com's Home & Garden store, as part of the speaker line-up at the 2009 Seattle Market Week: Winter Gift & Home Accessories Show.

On Monday, January 26, 2009 at 9 a.m., Nielsen's seminar titled "Amazon@Home" will reveal how Amazon.com helps its clients reach sales goals and improve their visibility in the marketplace. In addition, Nielsen will reveal top trends for 2009 and insights from the Home & Garden space in light of the economic environment.

Nielsen will share the latest innovative improvements to the Amazon.com website including how Amazon identifies customer habits and personalizes the shopping experience. Additionally, he will discuss developments in Amazon's community experience and how customers learn and discover through interactive features.

Amazon.com, Inc. (NASDAQ: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection with revenues of \$14.8 billion. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices.

"Pacific Market Center is pleased to offer an exclusive opportunity for show participants and attendees to learn and interact with an international innovator to gain best practices, trends and insights firsthand with Amazon.com's Chris Nielsen," said Lisa Goodman, Marketing Director of Pacific Market Center. "We are excited that we are able to offer world-class caliber speakers such as Chris Nielsen who can offer insights on successful retail business practices and take away ideas on how to grow a business."

Chris Nielsen was appointed Vice President of Amazon.com Home & Garden in 2006. He is responsible for Amazon.com's merchandising, marketing, and customer

service for all Home & Garden categories. Prior to this position, Nielsen served as Director of the Home & Garden team, and previously, in finance at Amazon.com, supporting Home & Garden, Electronics, Jewelry, Gourmet Food and other stores.

Nielsen's seminar will take place on Monday, January 26, 2009 at Pacific Market Center on the second floor in the Learning Forum from 9 a.m. to 10 a.m., with coffee, pastries and networking opportunities taking place beforehand from 8:30 a.m. to 9 a.m. To register for this free seminar, email info@pacmarket.com or call 800-433-1014.

Seattle Market Week and the Winter Gift & Home Accessories Show will take place at Pacific Market Center between Wednesday January 21 and Tuesday January 27, 2009. For more information about the show please visit www.pacificmarketcenter.com or call (800) 433-1014.

About Pacific Market Center

Pacific Market Center is the leading permanent wholesale market on the west coast, featuring the latest in home furnishings, accessories and gift products. The industry destination for buyers in the Western United States, Canada and beyond, Pacific Market Center offers permanent showrooms on five floors featuring thousands of product lines for a wide selection of merchandise to help buyers keep up with every trend affecting their consumers. Pacific Market Center draws thousands of buyers from more than 30 channels of distribution including high-end department stores, corporate, specialty retailers, home furnishings, kitchenware, events, gourmet food, hospitality, garden/outdoor living, salons & spas, wineries, Internet, and regional chain outlets. Located in Seattle's Design District, Pacific Market Center is open to the trade only. For more information, visit www.pacificmarketcenter.com. Pacific Market Center is owned and managed by The Benaroya Companies.

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