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PACIFIC NORTHWEST APPAREL ASSOCIATION'S NW TREND SHOW MOVES TO NEW PACIFIC MARKET CENTER EXHIBITION SPACE

Move Creates Largest Apparel and Accessories Market on the West Coast

SEATTLE (January 20, 2012) – The 68 year-old Northwest Trend Show, the longest running women's wear show on the west coast, has moved to Pacific Market Center's new exhibition space for its five shows in 2012 and beyond. The change marks the first time Trend Show exhibitors and Pacific Market Center's permanent showrooms will be under the same roof for an unprecedented selection of apparel and accessories lines.

"The PNAA's exhibitors, members and retailers are very positive about the move to the Pacific Market Center for our five shows a year," said Gary Morgan, Pacific Northwest Apparel Association Board President. "The synergy between our two organizations will provide our attendees a wonderful market experience."

For over 35 years, the Pacific Market Center has been a leading industry destination for retail buyers in the United States and Canada. In addition to its permanent wholesale showrooms featuring thousands of trend setting product lines, a new, flexible 35,000 square foot tradeshow and event space has been created on the building's third floor. The newly completed space features a secure, amenity rich setting with all new finishes, natural light, conference rooms, onsite café, inviting lobby and abundant free parking. Pacific Market Center is conveniently located minutes from downtown Seattle and SeaTac Airport with easy freeway and public transit access.

"As a buyer for a boutique that carries clothing, accessories, jewelry and gifts, I'm thrilled they have combined efforts," states Colleen Bowman, President, C'est la Vie & www.clvcatalog.com. "I shop the Pacific Market Center regularly. Now I can shop all categories in one stop. All of us are buying closer to the need and this is such a great help to us now that the Trend Shows will be held at PMC. Thank you!"

“We’re excited to launch our beautiful, new exhibition space at the Pacific Market Center,” said Larry Benaroya, principal of The Benaroya Company. “The NW Trend Show is a great show. We look forward to it being the first of many successful shows and events at the Pacific Market Center.”

The winter NW Trend Show takes place at the Pacific Market Center January 22 – 24 with many Trend Show exhibitors extending through Wednesday, January 25th to participate in PMC’s Winter Gift & Home Accessories Show taking place January 25 – 29, 2012. For more information about The NW Trend Show visit www.nwtrendshow.com. For more information about the Pacific Market Center’s exhibition space and upcoming events visit www.pacificmarketcenter.com.

About Pacific Market Center:

Pacific Market Center is the leading permanent gift, home and lifestyle wholesale market on the west coast and Canada and Seattle’s newest tradeshow and event venue. Located in Seattle’s Design District, Pacific Market Center is open to businesses only. Pacific Market Center is owned and managed by The Benaroya Company. For more information, visit www.pacificmarketcenter.com

About Pacific Northwest Apparel Association NW Trend Show:

The NW Trend Show presented by the Pacific Northwest Apparel Association, has been operating for 68 years. As the longest running West Coast women’s wear show, we produce 5 shows per year, representing over 650 lines from women’s apparel, accessories, jewelry and shoes. Over 120 reps are on hand to present their lines and advise you of the latest trends and seasonal colors.

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