

FOR IMMEDIATE RELEASE

**A DELICIOUS ASSORTMENT OF SWEET TRENDS AT PACIFIC
MARKET CENTER'S WINTER GIFT & HOME ACCESSORIES SHOW**
**Pacific Market Center debuts new showrooms featuring
national and international product lines**

SEATTLE – October 24, 2008 – Pacific Market Center, the leading destination market on the west coast, will host the Seattle Market Week: Winter Gift & Home Accessories Show, the Pacific Northwest's premier seven-day market event January 21-27, 2009. Known as a leading and innovative resource for home, lifestyle and giftware, Pacific Market Center will offer an abundance of business brewing opportunities including inspiring educational seminars and social networking functions in a one-of-a-kind marketplace experience.

"The Winter Gift and Home Accessories Show at Pacific Market Center is *the* place to sample the latest trends; shop for new merchandise in every price range and every product category; and learn new ideas, techniques and strategies for attendees to create momentum and energy," said Lisa Goodman, Marketing Director of Pacific Market Center. "Buyers will leave this show feeling inspired with great merchandising tips and the latest trend-defining innovations, giving them the edge needed to make their business deliver sweet results throughout the year."

The Seattle Market Week: Winter Gift & Home Accessories Show offers buyers a sophisticated boutique style environment featuring thousands of original products from lifestyle to eco-chic, and little luxuries to big surprises. Driven by design and graced with the finest in home furnishings, accessories, gifts and more, this permanent marketplace is the year-round showcase for a collection of distinctive manufacturers, artisans and designers from around the world. Show visitors can preview new international lines, experience the season's next big sellers, learn brand stories and meet the finest artisans – many who show exclusively at Pacific Market Center.

Throughout the week, Pacific Market Center will offer complimentary seminars conducted by nationally-recognized professionals from the retail, marketing, and merchandising industries including **Jim Sinegal**, Co-Founder and Chief Executive Officer of **Costco Wholesale Corporation**; **Leatrice Eiseman**, Executive Director of the **Pantone Color Institute**; and **Chris Nielsen**, Vice President of **Amazon.com Home & Garden**, just to name a few. Designed to indulge buyers' cravings for new ideas, this year's expert-led seminars include lessons on how to exceed sales expectations while keeping employees and customers satisfied, making thoughtful purchases, and improving visibility in the marketplace.

The Pacific Northwest currently enjoys the healthiest economy in the West. Home to envelope-pushing companies like Microsoft and Amazon.com, as well as retail giants like Starbucks,

Costco and Nordstrom, Seattle is an inspiring blend of innovation, opportunity, culture and fun that makes it a great place to do business.

Pacific Market Center continues to collaborate with the Seattle Gift Show, taking place January 24-27, 2009 at the Washington State Convention & Trade Center to present Seattle Market Week, giving buyers access to 10,000 innovative national and international product lines. Free parking and shuttle service to and from downtown hotels and the Washington State Convention & Trade Center where the Seattle Gift Show is being held will be offered throughout the show. In addition to all the fun, culture, shopping, and dining that makes Seattle a vibrantly unique city, buyers can enjoy the following amenities at Pacific Market Center during Seattle Market Week:

- **Northwest Lodge Party** (ski apparel not required) on Thursday, January 22, 6-7:30 p.m. Come relax and enjoy signature Pacific Northwest drinks, snacks, music and a chance to win a fabulous door prize. Extended free shuttle service provided.
- **Friday Late Night Buying** on Friday, January 23 until 8 p.m.
- **Chinese New Year Party** on Monday, January 26, 6-8 p.m. Ring in the Year of the Ox at a fun and colorful night of delicious food, drinks, entertainment and fabulous giveaways. Extended free shuttle service provided.
- **Ribbon Cuttings, Special Buyer Receptions** all week long celebrating new showrooms debuting only at the Pacific Market Center.
- Show specials, manufacturer promotions, freight and dating specials.
- Match making service and market planning.
- Complimentary freshly brewed Northwest coffee, international teas and pastries each morning.
- Buyer Socials every afternoon featuring Northwest wines and microbrews.
- Fresh baked cookies every afternoon.
- Free Wi-Fi, buyer's lounges, onsite buyer services team and more.
- Free continuous shuttle service between Seattle Market Week hotels and the Washington State Convention & Trade Center.
- On-site market concierge assisting with preferential dining reservations at some of Seattle's top restaurants.
- Touch-screen directories on each floor for easy showroom and product searches
- Great hotel rates.
- Free Parking all day for all seven days

Seattle Market Week and the Winter Gift & Home Accessories Show will take place at the 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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