

For Immediate Release

PACIFIC MARKET CENTER WELCOMES WORLD RENOWNED, RUSS BERRIE U.S. GIFT, INC., TO ITS COLLECTION OF SHOWROOMS
Industry leader introduces diverse collection of award-winning of gift products

SEATTLE – Pacific Market Center, the leading permanent wholesale market on the west coast, announces the latest addition to its collection of permanent showrooms, Russ Berrie U.S. Gift, Inc., worldwide designer, developer, and distributor of award-winning product lines in the infant, juvenile, and gift industries. In 2008, the company will be introducing more than 1,200 new products from the RUSS® Baby, Christmas, Gifts for Her™ Deco, Shining Stars™ interactive plush, Softies™ plush, and Weddings product lines.

Known for its internationally beloved collection of teddy bears and plush animals, Russ Berrie U.S. Gift, Inc. represents the brands RUSS, Applause, Sassy, and Kids Line, offering consumers innovative gifts that are comprised of a diverse range of everyday, seasonal, and occasion-themed products. The new showroom will feature inspirational scripture gifts, figurines, décor and accessories for the home or office, leather travel accessories, and plush toy collections, including Shining Stars, the interactive plush collection, named on the Toys “R” Us and KB Toys “Holiday 2007 Hot List” and chosen as an “All-Star” on *Toy Wishes* magazine holiday list. In addition, the RUSS Yomiko Classics Wolf plush animal won the Teddy Bear of the Year “Industry Choice” and “Public’s Choice” awards for 2007.

“The worldwide recognition and popularity of RUSS products will be a great asset to the thousands of buyers who visit Pacific Market Center looking for innovative products to inspire their customers,” said Larry Benaroya, principal of The Benaroya Company, owner of the Pacific Market Center. “The addition of the Russ Berrie showroom represents our continued commitment to offer the latest trends to our buyers in all product categories.”

Founded in 1963 by Russell Berrie, Russ Berrie U.S. Gift, Inc. now operates offices, showrooms, and distribution centers all over the world, employing more than 1,500 people worldwide. A pivotal moment in Russ Berrie U.S. Gift, Inc. history was the introduction of the Troll Doll, which turned into a consumer frenzy in the early 1990’s doubling company sales. Today, the company functions as an industry leader in manufacturing gift products.

“We are excited to add a new showroom in the Pacific Northwest, making our mission to help people celebrate the milestones in their lives through gifts possible,” said Richard Wood, VP of Sales at Russ Berrie U.S. Gift, Inc. “Pacific Market Center is the central connecting point between the region’s buyers and the gift companies they serve. The mart’s modern facilities and innovative resources provide a good fit for our company as we continue to grow. “

Located at suite 574 at Pacific Market Center, the Russ Berrie U.S. Gift, Inc. showroom is open to buyers during shows and by appointment. For a full list of product lines featured in the new showroom and for more information, visit www.pacificmarketcenter.com

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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