

EXPERT PANEL TO DISCUSS UTILIZING PR AND MARKETING STRATEGIES TO GROW YOUR BUSINESS AT PACIFIC MARKET CENTER

Respected journalists Jenny Heinzen York and Meredith Schwartz along with retail panel set as featured speakers at 2009 Winter Gift & Home Accessories Show

SEATTLE – Pacific Market Center, the leading permanent wholesale market on the west coast, is pleased to announce Jenny Heinzen York, Editor in Chief of *Home Accents Today* and Meredith Schwartz, Business Editor of *Gifts & Decorative Accessories*, along with an expert panel of retailers as an addition to the exceptional line-up of speakers at the 2009 Seattle Market Week: Winter Gift & Home Accessories Show.

On Thursday, January 22, 2009 at 9:00 a.m. Jenny Heinzen York and Meredith Schwartz will join an expert panel of retailers from around the country to speak and discuss ideas on how to maximize public relations and media opportunities to benefit business. Their seminar, titled “How to Market Your Store to Get More Press, More Customers, and More Success” will include a panel of three to four retailers who have maximized their own publicity to help grow their business.

Schwartz’ and York’s panel discussion will focus on how to leverage the knowledge of industry-leading editors and savvy retailers to learn the basics of writing a press release, sharing the secrets only journalists know, along with how to find the right person at a magazine or newspaper to target. Additionally, they will discuss their secrets to perfecting the art of public relations and communication from an insider’s point of view.

Jenny Heinzen York is the Editor in Chief of *Home Accents Today*, where she has worked for the last five years. She has been part of the *Furniture Today/Home Accents Today* family of publications for 12 years. She covers accessories and home furnishings, as well as home office furniture and baby and kids products with an eye towards trends in both products and business.

As the Business Editor of *Gifts & Accessories* magazine, Meredith Schwartz is responsible for covering the economic, demographic and technology trends in the magazine’s “Business Forum,” as well as reporting breaking news in the *Gifts & Dec Direct* e-newsletter and maintaining the “Virtual Merchant Today” blog on www.giftsanddec.com. She also tracks industry trends in categories from candles to plush to personal care, and has served as a judge of several industry awards.

Jenny Heinzen York and Meredith Schwartz’s seminar will take place on Thursday, January 22, 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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