

**PACIFIC MARKET CENTER ANNOUNCES NEWEST ADDITION TO ITS
EXCLUSIVE COLLECTION OF PERMANENT SHOWROOMS**
New showroom Features Award-Winning Toys and Games

SEATTLE – Pacific Market Center, the leading permanent wholesale market on the west coast, announces the latest addition of Real Toy to its collection of exclusive showrooms at the industry destination. Real Toy represents several of the toy industry's most popular product lines produced by award-winning manufacturers. With products ranging from children's toys to seasonal novelties, Real Toy customers primarily consist of specialty gift retailers interested in complementary toy products.

"We are excited about being able to offer a more extensive selection of products to the growing customer base at Pacific Market Center," said Kiel Van Inwegen, principle of Real Toy. "Our new showroom will provide more samples for our customers' review in a convenient and accessible location."

The new showroom will feature products from HaPe International, DuneCraft, Best of Best, and Imagination Entertainment. In 2006, HaPe's Woody Click line of build-your-own buildings and vehicles earned three Oppenheim Toy Portfolio Platinum Seal Awards, considered one of the highest honors in the industry. The Oppenheim Toy Portfolio publishes the only independent review of toys and children's media, which are tested by kids, parents and educators nationwide. Super Snow, from DuneCraft's original classroom kits line, was recently featured in *The New York Times*. Super Snow is a reusable, non-toxic plastic resin that comes in powder form and, mixed with water, creates cold "snow." Best of Best provides numerous well-known games, including Apples to Apples, Ant Farm, Folding Mancala, Original Duncan Yo-Yo, and Box of Bunco. In addition, Imagination Entertainment has been awarded the "Who Wants to Be a Millionaire" license to exclusively develop the new DVD game.

"We are pleased to welcome Real Toy to Pacific Market Center as it will bring a broad scope of celebrated toy and game products to buyers here in the Pacific Northwest and beyond," said Lisa Goodman, marketing director at Pacific Market Center.

Real Toy's five full-time toy representatives have been servicing toy and gift retailers in the Pacific Northwest for 12 years. In addition, Kiel Van Inwegen brings 15 years of experience in the retail toy and gift industry with 14 years of experience as a representative principle.

Located at suite 211 at Pacific Market Center, The Real Toy showroom is now open to buyers. For a full list of product lines featured in the Real Toy showroom and for more information, visit www.pacificmarketcenter.com

About Pacific Market Center

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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