

FOR IMMEDIATE RELEASE

**THE SEATTLE GIFT CENTER OFFERS BUYERS THE BEST IN THE PACIFIC  
NORTHWEST AT THE AUGUST GIFT & HOME ACCESSORIES SHOW**  
**The Seattle Gift Center and The Seattle Gift show collaborate to launch first Seattle Market Week**

SEATTLE – The Seattle Gift Center announces the August Gift & Home Accessories Show offering buyers thousands of top product lines in the Pacific Northwest's premier, weeklong buying event. The Seattle Gift Center will also offer buyers a multitude of perks including free educational seminars, expert advice, as well as special manufacturers' promotions set in a boutique environment.

The Seattle Gift Center shows draw thousands of buyers from more than 30 channels of distribution including high-end department stores, corporate, specialty retailers, home furnishings, kitchenware, gourmet food, hospitality, garden/outdoor living, events, spas, wineries, Internet and regional chain outlets. Buyers from the Pacific Northwest and throughout the United States and Canada travel to Seattle to visit the Gift Center's exclusive permanent showrooms.

The August Gift & Home Accessories Show will provide buyers with nationally-recognized trends they need to help their customers stay one-step ahead of the ever-changing markets. In addition to innovation and inspiration, The Seattle Gift Center will offer attendees Early Buying days, free parking and free shuttle service to and from the Seattle Gift Show being held at the Washington State Convention & Trade Center.

A few of the highlights planned for the August Gift & Home Accessories Show include seminars featuring nationally-recognized speakers. Lynni Megginson, retailer and author, will lead a free seminar offering attendees expert advice on hosting successful events, setting businesses apart from competitors and making stores an "in place" to shop. This seminar will be co-sponsored by OneCoast.

Leatrice Eiseman, an international color guru and executive director of Pantone Color Institute, will also offer a Color Trend Seminar. Eiseman has authored five books on color and has been named one of the top 50 style makers by *Home Furnishings*. Eiseman has helped many companies make the best choice for product development, brand imaging, logos and identification and any other applications critical to the success of the product. Eiseman's seminar will be co-sponsored by Bettencourt & Domestique.

Additional seminars will be offered daily free of charge.

To highlight and celebrate the innovation the Pacific Northwest has become so well known for, The Seattle Gift Center and The Seattle Gift Show are collaborating for the first time to launch Seattle Market Week. This partnership will give Show visitors the benefit of access to more than 10,000 product lines in two locations connected by free shuttle service.

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“Seattle Market Week offers buyers a rare opportunity to see many of the top product lines that they would be able to see in Atlanta or New York, as well as unique products they will not find anywhere else in the United States,” said Lisa Goodman, director of marketing at The Seattle Gift Center. “In addition, visiting Seattle in August allows buyers to enjoy the region’s style, innovation and cosmopolitan edge as well as the best weather found anywhere in the United States.”

The collaboration of the two Shows will provide buyers with a more cohesive experience and multiple opportunities for seamless and efficient buying, while also providing educational seminars and festivities. Seattle Market Week will offer the best for buyers – the newest trends sweeping the country, an amazing selection of the newest sensations and latest releases.

“The Seattle Gift Center is a valuable resource to buyers providing a welcoming, efficient and focused business environment,” added Goodman. “We are the market of choice for many buyers not only because of the fun, boutique atmosphere, but also because buyers can easily find new profit centers and draw upon the expertise of regional representatives who are committed to their business success.”

The August Gift & Home Accessories Show will take place from August 16 to August 22, 2006 from 9 a.m. to 6 p.m. each day at The Seattle Gift Center. The Seattle Gift Show will take place at the Washington State Convention & Trade Center from August 19 to August 22, 2006. For more information, visit [www.seattlegiftcenter.com](http://www.seattlegiftcenter.com).

#### **About The Seattle Gift Center**

As the only Class A regional wholesale mart in the United States, The Seattle Gift Center offers 100 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. Located in the Georgetown neighborhood of Seattle, The Seattle Gift Center is open to the trade only. For more information, visit [www.seattlegiftcenter.com](http://www.seattlegiftcenter.com).

The Seattle Gift Center is owned and managed by The Benaroya Company. Founded in 1956, The Benaroya Company is a full-service commercial real estate company, active in acquiring, developing, and managing superior office, high-tech, and warehouse properties in prime locations throughout the Puget Sound region.

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