

For Immediate Release

**BUYERS FIND NEW LEVEL OF INNOVATION AT PACIFIC MARKET CENTER'S  
WINTER GIFT & HOME ACCESSORIES SHOW**  
**New amenities, educational opportunities and product lines**  
**to be found at Seattle Market Week**

**SEATTLE** – December 2006 – Pacific Market Center (previously known as The Seattle Gift Center) will host the Winter Gift & Home Accessories Show, the Pacific Northwest's premier weeklong buying event, continuing the successful collaboration with Seattle Gift Show by presenting Seattle Market Week, January 24-30, 2007.

Buyers visiting the Winter Gift & Home Accessories Show will find a vibrant environment permeated with trend-forward products and what the Pacific Northwest is known for; innovation, forward-thinking and customer-focus. In addition to access to thousands of original and trend-setting products, Pacific Market Center offers a multitude of perks throughout the week including complimentary seminars conducted each day by some of the most respected professionals from the retail, marketing and merchandising industries. Chris Nielsen, vice president Home and Garden, Amazon.com and award-winning visual merchandiser Greg O'Neal, founder, Philosophy Design are among the featured speakers. For the first time, Pacific Market Center has announced that the popular seminars will be available through live streaming video as well as pod-casts for buyers unable to attend.

On Thursday, January 25, attendees will have the unique opportunity to hear from the Gift and Home Trade Association's (GHTA) Retail Advisory Board. Pacific Market Center is the first mart on the west coast to host this panel of top independent retailers from across the country. The board was created in 2006 to support and cultivate the industry's independent retailers. The successful group was last in Chicago and New York and will discuss with retailers "Best Practices" in a "Retailers Talking to Retailers" environment. Striving to be in the forefront of customer innovation, this event is an example of the high level of value Pacific Market Center provides its buyers with.

"For Pacific Market Center innovation is a state of mind - we offer our buyers a unique and forward-thinking buying experience filled with educational opportunities," said Lisa Goodman, director of marketing at Pacific Market Center. "We want our visitors to walk away with a selection of products perfect for their target market, fresh ideas on how to best market them and inspired to return."

During Seattle Market Week, buyers can enjoy the following amenities:

- Daily complimentary continental breakfast in the lobby.
- Free snacks, water and happy hour held in hosted bars every afternoon.
- A complimentary wine and cheese party held on Monday night, featuring Northwest wines and entertainment.
- Opportunity to network with other retailers, obtain valuable resource information and interact with showroom principals sharing their expertise on efficient buying during "new buyer tea time" held every day at 4 p.m.
- 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.
- Special tour and event packages and an on-site market concierge assisting with preferential dining reservations at some of Seattle's top restaurants.
- Free WI-FI in a newly renovated lobby and common areas, as well as Internet connections and additional business services in the new business center.

Pacific Market Center's third quarter buyer attendance was up 71 percent over last year and the mart continues to grow with new tenants, expanded showrooms and new product lines. Jeff Saad & Associates will be the newest addition to the Pacific Market Center when they open up their showroom in January to buyers looking for specialty toy, children and scrapbook products. Newly expanded showrooms include Jenny Hammons & Associates NW, Bunches Inc., Montrose Enterprises and Silver Iguana. Some of the new product lines being introduced for the show include Victorinox Swiss Army brand lines of high-end cutlery at Bang-Knudsen, Shine and Mariana lighting and accessory lines at The Bianci Group, and more. In addition for the first time, buyers can visit DEMDACO's showroom at Pacific Market Center during the Winter Gift & Home Accessories Show.

Set in an intimate and efficient marketplace, the mart offers access to 100 permanent showrooms featuring more than 4,000 national and international trend-setting product lines that help buyers stay one-step ahead of the ever-changing markets. Pacific Market Center is the most extensive and cutting-edge source for home, lifestyle and gift in the Pacific Northwest. Sophisticated showrooms feature product lines from 65 distinct categories of buying including: Home Décor, Garden & Outdoor Living, Dining & Housewares, Linens & Textiles, Gourmet Foods, Gift, Lighting, Pet, Seasonal and Holiday, Aromatherapy & Personal Care, Juvenile and Art/Handmade.

The Winter Gift & Home Accessories Show will take place at Pacific Market Center from January 24 to January 30, 2007 from 9 a.m. to 6 p.m. Wednesday through Monday with late night buying available on Friday until 8 pm. The show closes at 4 pm on Tuesday, January 30. For more information about the show please visit [www.pacificmarketcenter.com](http://www.pacificmarketcenter.com) or call (800) 433-1014.

### **About Pacific Market Center**

The industry destination for buyers in the Western United States, Canada and beyond, Pacific Market Center offers 100 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](http://www.pacificmarketcenter.com). Pacific Market Center is owned and managed by The Benaroya Companies.

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