

FOR IMMEDIATE RELEASE

THE SEATTLE GIFT CENTER ANNOUNCES FIREBORNE AS THE LATEST SHOWROOM TO JOIN PREMIER MARKET COLLECTION

Fireborne introduces unique, artisan designed products to the world market

SEATTLE – The Seattle Gift Center announces the recent addition of Fireborne to its premier collection of 100 permanent showrooms set in a boutique environment and located in Seattle’s Design District. The market of choice for buyers in the Pacific Northwest and beyond, The Gift 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.

Steve Burr founded Fireborne in response to what he refers to as “executive bowling trophies,” generic, mass produced business awards, and specialty gifts. Burr created Fireborne in 1996 to introduce an alternative — recognition products that are original pieces of art with visual impact unmatched by commercially-made products. Currently the only person in the country occupying this niche market, Burr’s gallery showroom features handcrafted gifts, awards, commissioned lobby sculptures, performance incentives, and custom artisan products. The Seattle Gift Center is the only wholesale mart to offer Fireborne’s distinctive products.

Burr’s products are all commissioned pieces of art. While many are glass designs, Fireborne also commissions artwork by metal sculptors and ceramic artists.

“For The Seattle Gift Center, the addition of Fireborne represents the sophisticated and innovative direction we are moving towards as a market,” said Larry Benaroya, principal of The Benaroya Company, owner of The Seattle Gift Center. “Steve recognizes the opportunity to introduce his concept of distinctive, one-of-a-kind, handcrafted products that meet any business need to the thousands of buyers who visit The Gift Center.”

Part of Burr’s role is assisting organizations in choosing designs that will best communicate their message – the distinctive items are tailored to the specific objectives and tastes of each customer. Burr then works with artists to create high-profile visual symbols that are an incentive for continued high performance by the recipient and signal to others what the organization values.

“Our gifts, business awards and promotional products are completely customizable which means that our solutions are unique and unlike anything else available,” said Burr. “For us, The Seattle Gift Center represents an opportunity to reach companies and organizations that are receptive to a non-traditional approach using distinctive and memorable art objects.”

Fireborne offers work by outstanding artists from the Pacific Northwest and Burr can often be found strolling Seattle art galleries on the look out for new artists. With the Puget Sound as home to some of the world’s leading glass artists and a major center of the contemporary glass movement, more than 80 percent of Fireborne’s artists are located in the Pacific Northwest.

Recognizing the artists themselves is a key aspect of Burr’s business philosophy. Each handcrafted object is signed by the artist and accompanied by information about the artist, including their background, as well

as an explanation about the process used to create the specific piece. A true advocate for artists, Burr provides a commercial channel for distribution of artists' work that would otherwise be unavailable to them.

Some of the companies that have commissioned projects with Fireborne include Ford Motor Company, North American Volvo, DuPont, The Boeing Company, and Starbucks.

Opening in June 2006, Fireborne will be located on the 3rd Floor of The Seattle Gift Center. The new gallery showroom will showcase many examples of Fireborne's unique commissioned work. Burr owns and operates Fireborne with his daughter Ardis.

For additional information about Fireborne Corporate Awards and to view their on-line catalog please visit www.fireborne.com.

For more information about The Seattle Gift Center, please visit 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 Seattle's Design District, The Seattle Gift Center is open to the trade only. For more information, visit www.seattlegiftcenter.com. The Seattle Gift Center is owned and managed by The Benaroya Company.

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