

FOR IMMEDIATE RELEASE

**THE SEATTLE GIFT CENTER ANNOUNCES MELISSA DODGE & ASSOCIATES
AS THE LATEST SHOWROOM TO JOIN PREMIER MARKET COLLECTION**
Melissa Dodge & Associates introduces high quality children's products

SEATTLE – The Seattle Gift Center announces the recent addition of Melissa Dodge & Associates to its premier collection of 100 permanent showrooms located in Georgetown, Seattle's Design District. Opened in June 2006, the new showroom features high-end juvenile products ranging from baby carriers and car seats to toys and furniture.

Representing juvenile items for 29 years, Melissa Dodge & Associates brings extensive retail experience and knowledge about the children's product industry to The Gift Center. A wide range of product lines will be available to retailers looking for unique and high quality items appealing to both parents and their children.

"We are very pleased to have a permanent showplace for the convenience of our customers," said Melissa Dodge, owner Melissa Dodge & Associates. "The Gift Center setting allows us to display a wide variety of our items and serve as a vital link to our retailers."

The Melissa Dodge showroom features well-known brands including Bunnies by The Bay, North American Bear Co., BabyBjörn, Go Baby, Babylicious, Child to Cherish, Bumkins, Prince Lionheart, and Summersault. The showroom also features product lines with unique functions such as Mustela Skin Care from France, Baby's Bliss Gripewater and Second Nature infant feeding and nursing wear. The showroom will also highlight Britax car seats and travel systems, Phil & Ted's strollers and backpacks and Kidco's gates and additional safety items. Retailers looking for furniture for both nurseries and children's rooms will find innovative and functional pieces from Best Chairs "Storytime" line, AP Industries, University Loft, and Spring Creek.

"Melissa Dodge & Associates expands the Gift Center's selection and adds a new dimension of product lines available to retailers," said Lisa Goodman, director of marketing, The Gift Center. "Dodge's expertise and passion for finding items that assist parents in the day-to-day care of their children will be invaluable to the buyers visiting the new showroom. "

Dodge became interested in children's products when she became a mother and was given a Snuggli® – the first baby carrier introduced in the United States. She experienced how a product could make parenting easier by allowing parents to be more mobile. Dodge then began working as an independent representative for Snuggli® 30 years ago and introduced the new concept to the Northwest. Throughout the years Dodge has partnered with Cheryl Mellnik, of Portland, OR and Sherringa Holmstrom, of Anchorage, AK, allowing Melissa Dodge & Associates to become even more accessible to retailers.

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.

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The August Gift & Home Accessories Show will take place from Wednesday, August 16 to Tuesday, August 22, 2006 from 9 a.m. to 6 p.m. at The Seattle Gift Center and will provide an opportunity for buyers to visit the Melissa Dodge & Associates showroom located on the 2nd floor in suite 255. For more information, visit www.seattlegiftcenter.com. For more information about Melissa Dodge visit www.mdasales.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 in Georgetown, 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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