

For Immediate Release

**PACIFIC MARKET CENTER REPORTS STRONG SALES
AND INCREASED ATTENDANCE AT WINTER SHOW**
Innovative product lines, strong seminar series,
and first class market place - ingredients for success

SEATTLE – February 12, 2007 – Pacific Market Center's Winter Gift & Home Accessories Show, part of Seattle Market Week, the Northwest's premier weeklong buying event, was a success with a ten percent increase in store attendance from 2006 and sales significantly up from last year. Unique product lines, a strong speaker lineup, a retailer workshop with Gift and Home Trade Association's Retail Advisory Board and a welcoming atmosphere contributed to the great vibe and visitor reviews. The interactive touch screen directories throughout the mart enabled visitors to navigate showrooms and products making their visit more efficient and contributing to the success of the showroom tenants.

Quotes from Pacific Market Center tenants:

"Retailers came off a good Christmas and our sales were up 25 percent overall from last year's show," said Rebeca Barron with the Barron Collection. "Pacific Market Center used to be a well-kept secret up until now – the word is out."

Ann Rhees, who represents two kitchenware lines; RSVP International and Le Souk Ceramique from Tunisia, added "this show was unbelievable; my sales were up 46 percent over last year."

"I doubled the reps from last year which was fortunate because we were busy the whole time – this was my best show since I joined the Pacific Market Center six years ago", said Alice Kerr with the AKA showroom.

The speaker seminars, including Chris Nielsen, vice president Home and Garden, Amazon.com and the panel from GHATA's Retail Advisory Board, provided buyers with information on trends and new ideas on how to market their products. For buyers who were unable to attend, the seminars will be available as pod-casts on the Pacific Market Center website www.pacificmarketcenter.com

Buyers visiting the Winter Gift & Home Accessories Show found an energetic environment, showrooms filled with unique products and what the Pacific Northwest is known for; innovation, forward-thinking and customer-focus. "We are extremely pleased with the outcome of the show; and this success continues to establish Pacific Market Center's place as the leading market center on the west coast," said Lisa Goodman, director of marketing at Pacific Market Center. "The continued growth indicates Seattle's position as the destination for innovative products combined with a pleasant market experience."

Pacific Market Center will be hosting The Spring Home Décor & Gift Show May 14-16, 2007 and Seattle Market Week – Summer Gift & Home Accessories Show August 15-21, 2007 plus an exciting line-up of niche Market Day Events.

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. Pacific Market Center is owned and managed by The Benaroya Companies.

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