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BOSTON GIFT SHOW ANNOUNCES 2009 PRIDE OF NEW ENGLAND AWARD FINALISTS

ATLANTA, GA (February 18, 2009) - Six New England retailers - each exemplifying outstanding customer service, creative merchandising and dedication to their community - have been named finalists for the 2009 Pride of New England Awards. Presented by the Boston Gift Show®, the coveted awards celebrate both exceptional business practices and demonstration of New England pride. Winners will be announced during the March 28-31, 2009 event, taking place at the Boston Convention and Exhibition Center (BCEC).

Finalists in the 4th annual Pride of New England Awards competition are:

- **Glee Gifts, Inc.** (Mansfield, MA)
- **The Lyme Tree Woman's Exchange** (Old Lyme, CT)
- **Pauline's Gifts** (Gloucester, MA)
- **Blackstone's on Beacon Hill** (Boston, MA)
- **Brett's Luggage** (Sudbury, MA)
- **Mason & Madison** (Middleton, MA)

From the slate of finalists, four winners will be named during the Pride of New England Awards Reception, taking place at 6:00 pm, on Saturday, March 28, 2009.

"The Pride of New England Awards is a coveted honor for New England retailers," said Doug Miller, president, Urban Expositions, owners and managers of the Boston Gift Show. "The 2009 finalists have demonstrated the highest standards in customer service, dedication to their community and creative merchandising tactics. In addition to these qualities they have a strong sense of New England pride, making them ideal candidates for this honor."

Judges for the 2009 Award program are Caroline Kennedy, editor-in-chief, *Gifts & Decorative Accessories*; John Saxtan, editor-in-chief, *Giftware News*; Patricia Norins, CEO & Publisher, *GiftShop Magazine*; and Margie Johnson, retail consultant and owner, Shoptalk.org.

(more)

Now managed by Urban Expositions, the Boston Gift Show will return March 28-31, 2009 to the Boston Convention & Exhibition Center with a fresh, new energy, an expanded product selection, as well as a number of other business building buyer initiatives for New England retailers. The show will present hundreds of exhibitors throughout four divisions: Gifts, Etc., Handmade®, Made in New England and Souvenir Source.

BUYER INFORMATION

For attendee information about the Boston Gift Show contact Cece Lee, Buyer Relations Representative, Urban Expositions, 1690 Roberts Blvd., NW, Suite 111, Kennesaw, GA 30144. Phone: 678.285.3976 ext. 332; Fax: 678.285.7469; E-mail: clee@urban-expo.com

EXHIBITOR INFORMATION

For exhibitor information about the Boston Gift Show, contact Erica Guess, show manager, Urban Expositions, 1690 Roberts Blvd. NW, Suite 111, Kennesaw, GA 30144. Phone: 678.285.3976 ext. 347; Fax: 678.285.7469; E-mail: eguess@urban-expo.com or Elisabeth Sherrer at 678.285.3976 ext. 324 or esherrer@urban-expo.com

ABOUT URBAN EXPOSITIONS

Urban Expositions is a leading producer of trade events for the gift, souvenir, resort merchandise, fabric, sourcing, textiles and sewn product technology industries. Urban Expositions owns and manages gift shows in Pennsylvania, Florida, Virginia, South Carolina, Massachusetts, Maryland, Nevada, Texas and California. Urban also produces Material World and Technology Solutions, the global fashion production, supply chain and technology events for the sewn products industry. For more information, visit www.urban-expo.com

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