

MEDIA RELEASE

For release: **22 May 2007**

MORE THAN 200 NEW GIFT AND HOMEWARES EXHIBITORS AT MELBOURNE SHOWGROUNDS

A total of 209 new gift, homewares, jewellery and fashion exhibitors have already confirmed their participation at Melbourne Showgrounds, where an anticipated 650 exhibitors will showcase their latest collections when the gift industry's biggest fairs hit Melbourne 4-8 August 2007.

Presented by Reed Gift Fairs and Gift and Homewares Australia (GHA), Melbourne Showgrounds features an eclectic mix of young and funky designers alongside contemporary, well-known brands and includes an impressive calibre of wholesalers including Café Lighting, Christopher Vine Design, Villa Maison and Shangaied.

Café Lighting will showcase its new season collections exclusively at Melbourne Showgrounds.

"Café Lighting's stand will feature a new, fresh and appealing format, with 70 per cent of stock never seen before. Visitors can expect to see a strong European influence in our new ranges of lamps, mirrors, vases, chandeliers and wall art," said Frank Loretto, Director, Café Lighting.

David Schwartz, Managing Director of Shangaied believes Melbourne Showgrounds is a welcome addition to the Melbourne August gift fairs.

"With the combined efforts of GHA and Reed Gift Fairs, there is a great commitment to grow Melbourne Showgrounds and Shangaied is looking forward to what we anticipate will be another successful August fair," said David Schwartz, Managing Director, Shangaied.

"Visitors can expect to see Shangaied's latest homewares, home decors, mirrors, furniture and Christmas gift lines at the Melbourne Showgrounds. Vibrant oranges and fluoro greens as well as black and white designs will remain strong features in the upcoming seasons," said Schwartz.

Showcasing a series of French inspired collections at Melbourne Showgrounds is quality home décor and furniture wholesaler, Villa Maison.

"Villa Maison will launch more than 80 new products at Melbourne Showgrounds including new furniture range Bay Port Collection - a distinct Long Island feel collection, in a soft, duck

egg blue colour. Pink shades, beige tones and natural cottons will also feature prominently in the summer season," said Elly Klok-Clues, Director, Villa Maison.

Melbourne Showgrounds is located approximately 20 minutes from Melbourne Exhibition and Convention Centre. Continuous complimentary shuttle service will operate to and from Melbourne Showgrounds and MECC throughout each Fair day.

Melbourne Showgrounds features four great pavilions connected by covered walkways. Visitors can also access a level of quality services and facilities including cafés, child care, rest areas, cloakrooms and ample parking.

Registration enquiries: Phone: (02) 9211 0550 or 1800 000 470

General Information: Trade fair team at GHA, 02 9763 3222
Sarah Fife, Reed Gift Fairs, 02 9422 2529

Media enquiries:

Pinque
02 9360 6166

Sarah Hawthorn
0410 633 390
sh@pinque.com.au

Sonya Seymour
0402 873 939
ss@pinque.com.au

Your publication/program has been selected as an appropriate medium to receive information about this event. If we have targeted you in error, or if you do not wish to receive future media announcements about this event, please reply to this Media Release with the words "REMOVE" in the subject line.

Pinque is a member of the PRIA Registered Consultancies Group and abides by the Public Relations Institute of Australia Code of Ethics.