

CRATE AND BARREL

Promotion for the St. Louis Store Grand Opening



TELEVISION PUBLICITY

Pitched TV media and achieved coverage on Show Me St. Louis, as well as significant news coverage on Channels 2, 4, 5, and 11.

PRINT PUBLICITY Wrote press releases and media alerts and pitched media yielding sizeable placements in the St. Louis Post-Dispatch, the Suburban Journals, Where magazine, St. Louis magazine and several other publications.

EVENT PLANNING Worked alongside Crate and Barrel Marketing Director to plan and facilitate the grand opening party, which was sold out and attended by 1,000 people.

Crate&Barrel
MEDIA ALERT

November 16, 2004 For More Information Contact:
Sheri Chorliss

Crate and Barrel Opens in Time for Holiday Shopping Season

WHAT: National home furnishings retailer Crate and Barrel will open its doors to the public on Tuesday, November 16th at 10:00 a.m. This is the retailer's first Missouri location.

Crate&Barrel

CRATE AND BARREL READY TO OPEN IN ST. LOUIS
Store Marks the Retailer's First Home in Missouri

*Interviews with Crate and Barrel and high resolution store photos available upon request

CHICAGO, ILLINOIS (November 8, 2004) – Right in time for the holiday shopping season, America's leading home specialty retailer, Crate and Barrel, will open its first Missouri store Tuesday, November 16th. The store will be located on Brentwood Boulevard at Galleria Parkway and will anchor The Boulevard-Saint Louis (The Boulevard), a new mixed-use development located in Richmond Heights.

The St. Louis store will retail Crate and Barrel's best-known array of accessories for every room of the house along with a variety of home furnishings, including sofas, beds and dining sets, as well as bath, outdoor and office furniture. When the doors open at 10:00 a.m. on November 16th, the store will be ready for shoppers with everything needed for the upcoming holidays.

"We've been trying to come to St. Louis for many years," said Crate and Barrel founder and CEO Gordon Segal, "and now we believe we've found the right location at the right time. We know St. Louis will be a strong market for us and we hope St. Louis is as glad to welcome us as we are to finally be here."

The two-story, 36,000-square-foot Crate and Barrel store will mark the entrance to The Boulevard's interior main street, and it will be the first store to open in this exciting development. Parking and access into the Crate and Barrel store will be made easy because of the pedestrian-friendly main street that bypasses the project and leads to a multi-story parking lot just opposite Crate and Barrel. A surface parking lot will also be available.

Crate and Barrel will have two entrances, a pedestrian entrance on Brentwood Boulevard and a handicap-accessible entrance on the new main street, which will make it convenient for shoppers to get into the store. Once inside, an elevator and escalator will make it easy to shop both floors of this one-of-a-kind Crate and Barrel store. Parking can be easily accessed from northbound or southbound Brentwood Boulevard by turning east on Darden Avenue at a new traffic signal. Valet parking, shuttle service and on-site personnel will also be available during peak shopping times.

Gifts galore will be showcased inside the Crate and Barrel store, along with the year-round offerings for bridal register and sell purchases. The second floor will house the popular edited furniture collection that has excited so many Crate and Barrel shoppers. "Around every corner in the store there will be interesting vignettes, fully accessorized for the lifestyle most people live today," adds Segal. "We're excited to be open in time for the holidays."

Crate and Barrel, headquartered in Chicago, Illinois, was founded in 1962 and now operates over 135 stores nationwide. The company is well known for its design of products, its merchandising of stores and the spirit of its associates. Crate and Barrel has grown to be one of the most influential and respected retailers in the United States by imitating trends in product design and presentation, carefully planned expansion, customer loyalty and smart team building. In addition to its physical stores, Crate and Barrel offers a national bridal registry, successful catalog and exciting presence on the Internet at www.crateandbarrel.com.

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