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HIDDEN TREASURES JEWELRY ORGANIZER WINS GIFTWARE INDUSTRY'S TOP 10 BEST PRODUCTS OF THE YEAR

Toronto, Ontario, June 27, 2007...It has been an extremely successful year so far for entrepreneur Kerri-Lee Benson, owner of Kerri'd Treasures Unique Gifts, who started up her business 2 years ago. As of May 2007, she has received 2 business awards and has steadily grown the core product Hidden Treasures Collection business into more channels of retail distribution, including the upcoming launch in the U.S.A.

The most recent award announcement came from Margo Warren of the Canadian Gift and Tableware Association, presenting association of the "Top 10 Products" awards. The winners will be honoured in a banquet event during the 2007 Fall Gift Show at the Toronto Congress Centre, August 12th -15th 2007.

Earlier this year in May 2007, Kerri'd Treasures Unique Gifts received "Ontario's Best Business for 2007" from the Canadian Youth Business Foundation. This presentation took place on May 24th at the Carlu, Toronto. This high profile event included Masters of Ceremony former Premier Mike Harris and Newfoundland and Labrador's former Premier Brian Tobin. "It was a stylish event buzzing with many influential people from the business and political arenas, including Fareed Amin, Deputy Minister of Economic Development and Trade, Harrinder Takhar-Minister of Small Business and Entrepreneurship. "Best Business" winners from each province were honoured at this prestigious event.

These prestigious business awards from the business and gift show industry continue to help build the momentum and confidence for expansion of the core product Hidden Treasures Collection south of the border. Kerri'd Treasures Unique Gifts will be launching state side this July at the California Gift Show, held at the Los Angeles Convention Center July 20th-23rd 2007.

"The timing couldn't have been better" says owner Kerri-Lee Benson. "The Top 10 product award will add credibility and excitement to this previously unknown product as it enters the U.S. market." The U.S. launch of the original Hidden Treasures model has also been carefully coordinated with the North American launch of the NEW larger model called Colossal Hidden Treasures, which is over twice the size of the original model and holds over 400 pieces of jewelry, secretly behind a beautiful framed mirror."

Hidden Treasures is:

- Mirrored front is a functional home accent
- Helps you organize to get better use of your jewelry collection
- Ideal for those who have lots of jewelry, very little space and for those who like keeping their jewelry out of sight
- Keeps over 150 pieces of jewelry dust and tangle free
- Use the mirror to help you match your jewelry to your outfit
- Mounts to the wall putting your jewelry collection at eye level Yet hidden and out of reach from little fingers
- Very useful for the elderly or those in a wheel chair
- 1 & 3/4" clearance between back of mirror and wall allows for mirror to easily slide over door frame moldings, light switches, and most thermostats.
- Great merchandising and display tool for stores selling jewelry, it sells the jewelry and the jewelry sells the Hidden Treasures!
- Easy to hang, includes instructions and mounting hardware
- Visit the website to see this and other products offered: www.hideyourjewelry.com

