

FOR IMMEDIATE RELEASE

HIDDEN TREASURES - PERSONAL JEWELRY TREASURES ...DISCOVERED BY SATISFIED SHOPPING CHANNEL CUSTOMERS...A COMPLETE SELL-OUT!

This is an update to the press release announcement sent out the end of March 2006 regarding the launch of the Hidden Treasures product on The Shopping Channel, May 13th.

Young Canadian designer and business owner, Kerri-Lee Benson of Kerri'd Treasures Unique Gifts is proud to share that her first debut and one-day on TSC, resulted in a total sell out of her Hidden Treasures product and a second booking has already been secured for a pre-holiday show in November on The Shopping Channel.

Excitement around this product has resulted in peaked interest from several other major retailers and this small but ever growing business is expanding to fulfill its owner's dreams. Many satisfied customers and interested parties have asked Kerri'd Treasures Owner Kerri-Lee, who is often the front line person promoting her own product on TV and through demonstrations at trade and retail shows, what steps she took to get this business started. Below are included the most frequently asked questions about how she got started, the challenges and opportunities she faced along the way and find out what has worked for her start up.

1. How did you turn your idea into a retail ready product? Who built the first prototype?

I sketched a picture of what was in my mind. I then broke down the product into parts which I knew had to be included. The final thing I had to decide was how to make it open seamlessly and how it could be the most functional. I visited the hardware department and went to see what was available to see if I could find something that would work.

As luck would have it, I was dating a very handy man at that time. We went to the Home Depot for the wood and then to Canadian Tire for the sliders, mirror and paint. We built the first prototype in my backyard. It was good first attempt except that the mirror kept falling off once it was slid to the open position so we had to go back to the drawing table. Several prototypes later, Hidden Treasures had taken shape.

2. How did you learn about patents for the product, is it expensive?

I conducted my research on the internet on the types of patents available since there are several definitions under which to file. I found out which one best suited my goal/product. Then I did a search on the internet for patent or intellectual property lawyers and from my list I compiled, I contacted ones who offered a free consultation. Once I met with them, I asked a series of questions to help me understand what it was that I really needed to do and what was the most cost effective way to do it. Being a new young company, this was a very important step to have taken and skipping over this product development process could have been a huge pitfall for my business. The cost to patent can run anywhere from 10-50 k per patent per country once it is all said and done.

3. How did you find a manufacturer in China? Did you have to go there to meet with various companies before you found the right one?

After trying 3 different manufacturers here in Canada and not being able to reach the target market tested and price point, I started a search. I tried the internet which returned an overwhelming amount of search results. To narrow the search, I went to the Chinese Consulate and spoke to a person there about developing a business relationship with a Chinese manufacturer for importing to Canada. That contact was able to help me with more targeted results with manufacturers who wanted to expand their exports to Canada and had English speaking employees. I actually ended up finding my manufacturing contact through a business colleague who was importing a product which also happened to be is a portion/part of my final product, so we had his manufacturer quote on my entire product and the price structure fit my cost-of-goods budget, so I went for it. I did not go have to go there and all transactions took place over phone, email and msn/webcam transactions.

4. How do you conduct quality control? Through a webcam system and msn live-chats to discuss and review what I see.

5. So which came first the chicken or the egg? Did I order the product first or get the customer first?

This was a very tricky part to my business evolution because I had interested parties who wanted product in a short turn around time yet had not sent the P.O. and of course I couldn't finance the order until I received the notice that they wanted product. So I kept in constant contact with my manufacturer about what was happening and they were aligned to move quickly once orders were placed. It was very scary not knowing how the final product would turn out and needing to maintain my new reputation in the industry. With a few delays and the patience of my buyers, it all worked out.

6. How did you get onto City Line and the Shopping Channel? In terms of getting publicity, I wrote my own press releases and set my mental target on Citytv. I was very lucky because design expert, Lynn Spence, called me at home and told me to get the product to the studio right away. Through my ski club I met a friend who works in production at The Shopping Channel. He offered to put me in touch with the appropriate buyer for my product category. I met with that same buyer back in 2004 but she said that my price was way too high and then told me what they would want to see, in terms of considering it to sell on TSC.

7. What was the most challenging thing about starting your own business?

Making sure that you do everything right, I mean by not missing some important detail that could kill the business, and being new sometimes you don't know which small things are important. Having a mentor has been a key factor in not falling into some of the common errors that many new business owners make. Motivation is not a problem for me and my challenge is mostly spending the time to do the research to find the resources I need on top of developing and producing my other 3 product lines, doing sales, training staff, and coordinating shipments. I'd say that other than my mentor the most important practice I do is "I know what I do know, and acknowledge what I don't know so I always ask for help from a professional and then qualify that info from 2-3 other sources before making any decisions!"

8. Best Advice?

When you have a dream or goal, you have to tell everyone you know and everyone you meet along the way, about what it is you are doing because people love to help and if they don't know then they can't help. It opens up so many doors! You don't have to be talking about business all the time but if you love what you do your passion excites and ignites others and they too will want to embrace your genuine enthusiasm. Be sure to show your appreciation to those who help or even try to help by returning the favor by offering them what you can afford in product, potential new business contacts or money. We are all connected and nobody accomplishes huge success totally alone, it's a group effort that keeps things in perspective for me, anyways!

Hidden Treasures is both a décor item and a discreetly hidden jewelry organizer. A perfect storage solution for fashion accessories and or important documents!

The product is a shallow black box approx 19 inches across x 23 inches tall x 2 inches deep, which mounts to the wall at eye level and has a framed mirror face or front. The mirror functions as both a home accent and a discreet cover to your secret jewelry collection. Jewelry hangs neatly on brass hooks inside the shallow box behind the mirror; the interior surface is black velvet covered corkboard, which allows for the hanging of rings, bracelets, and earrings on special u-pins. (U-pins included with each unit).

Hidden Treasures is:

- Practical and easily accessible
- Keeps jewelry dust and tangle free
- Secretly tucks jewelry and important documents away
- Has lots of storage
- Conveniently out of reach from little fingers
- Mirror functions as aid in matching jewelry to outfit
- Easy to install and includes instructions and mounting hardware!

Visit the website to see this and other products offered: www.hideyourjewelry.com

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Note to editors: Live product samples as well as print and web-ready product and lifestyle photos available upon request.

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