



FOR IMMEDIATE RELEASE

Jewelry Cabinet is a Gem, Discovered by The Shopping Channel *Invented by Young Canadian Entrepreneur*

Toronto, ON. March 27th, 2006. Young Canadian entrepreneur, Kerri-Lee Benson, is proud to be launching her innovative jewelry storage solution called "Hidden Treasures" nationally on The Shopping Channel May 3rd, 2006.

The product, "Hidden Treasures-Your Personal Jewelry Treasury," was previously only available in small boutiques, but is now gaining momentum in the large retail market. Only 1.5 years ago, she was making the units herself in the garage of her home, now she's importing containers of her product from overseas.

"It's been quite a learning curve. Two years ago I knew nothing of foreign manufacturing, importing logistics or even retail systems like EDI or details such as UPC coding", said Kerri-Lee Benson, Hidden Treasures Inventor.

As was expected, she has been met with some challenges. To name a few, she had to change local manufacturers three times due to quality and costing issues, move her home based office, go through the patent process, set up overseas manufacturing, and last but not least, find someone who was willing to invest in her young business. All the while continuing to market and sell the product herself. Proudly, she has arrived at her first significant milestone: Launching the product on The Shopping Channel April 29th, 2006.

Hidden Treasures is both a décor item and a discreetly hidden jewelry organizer. Imagine yourself walking into a bedroom and you see a beautiful framed mirror on the wall. Now imagine that you can see beyond the looking glass so to speak. What lies behind it is the 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!

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Hidden Treasures is offered in a variety of beautifully finished framed mirrors and each unit holds a minimum of 50 necklaces, 40 pair of earrings, 15 bracelets, and 15 rings.

When people are looking for products that can help them save time, feel safe and get organized, **Hidden Treasures**, jewelry organizer is the answer.

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Note to editors: Print and web ready product and Lifestyle photos available upon request.

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