

FOR IMMEDIATE RELEASE

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Perfect Timing, Inc.
PO Box 1605
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PERFECT TIMING FORMS RETAIL ADVISORY BOARD

Waukesha, WI – Perfect Timing, Inc. parent company of the LANG, Avalanche and Turner Licensing brands, announced today that the company has formed a Retail Advisory Board with seven retailers from across the country.

Board members will participate in bi-annual meetings at Perfect Timing's headquarters in Waukesha, WI. They will also assist the company in product testing and consumer research.

"We are very excited about the Retail Advisory Board and firmly believe that it is a positive step for our company," said Laurie Gilner, Perfect Timing President and CEO. "Our ultimate goal is to be a better partner for each of our retailers, and the opinions and feedback of the Board will be an essential part of helping us achieve this goal. The Board was established in an effort to better our operations, greatly enhance our product assortments, develop consumer centric products, and provide exceptional customer service. At the end of the day, we are all working toward the same goals, and the Retail Advisory Board will provide the collaborative forum needed to move forward."

Gilner stated that each of the Board members was chosen for their retail success, knowledge of the industry, and history with Perfect Timing's brands. "We wanted a representation from multiple types of stores as well as different regions of the country. We know that consumers on the east coast don't want the same thing as consumers on the west coast. By having a diverse group of retailers, we can develop product for a broader customer base. We will rely heavily on the Board members' great knowledge of our business."

The Perfect Timing Retail Advisory Board members include:

Jenna Gresens – Edgerton Pharmacy, Edgerton, WI. Edgerton Pharmacy, a 14,000 square foot brick and mortar store in Edgerton, Wisconsin, offering complete pharmacy services, greeting cards, and a unique gift shop. The store is owned by Jenna Gresens and her husband, Eric, who live in Edgerton with their two daughters.

Susan Skor – Holiday's Hallmark, Coeur d'Alene, ID. Holiday's Celebrations, Inc. has two Holiday's Hallmark stores in Coeur d'Alene, Idaho and also in Spokane, Washington, each carrying a variety of paper products, fashion accessories, gardening accessories, home décor and kitchen gifts. Susan Skor is the Operations Manager of Holiday's Hallmark and resides in Spokane.

Lynda Lazur – Country Cupboard, Lewisburg, PA. Country Cupboard is a third generation family business in Lewisburg, Pennsylvania and includes a one-acre retail shop, 700-seat capacity restaurant, an in-house bakery, greenhouse, and flower shop, as well as an on premise a Country Inn & Suites and a Best Western Hotel. Lynda Lazur is the Merchandise Manager for Country Cupboard in and is also the buyer for the store's Ladies Shop and monitors the buying and managing of the Seasons Shop.

Janet Kurtz – Ivy Cottage, Plano, TX. Ivy Cottage is a family owned gift shop in Plano, Texas featuring a variety of gifts. Janet Kurtz has owned the store since it was founded in 1989, and prides herself and her store on being a neighborhood gift shop offering quality merchandise and great customer service.

Gay Frazee – All Around the House, Summerfield, KS. All Around the House is an eBay store featuring LANG calendars and a full line of professional kitchen products operated by Gay Frazee in Summerfield, KS. In addition to managing her online store, Gay is also a full-time teacher and co-owner of the local grocery store.

Mike Stutzman – LANG Store, Shipshewana, IN. The Lang Store is a family owned and operated gift shop in Shipshewana, Indiana; the store is by Hezekiah Davis Corp, which also includes Lolly's Fabrics. Mike Stutzman and his wife Kris manage both shops which feature a wide variety of LANG products, fabrics and other gifts.

Mark Schoepke – Tree of Life, Eugene, OR. Mark and his wife operate ten Christian bookstores in Washington and Oregon, Parable Christian Stores and Tree of Life Christian Outlets, opening their first bookstore 23 years ago in Eugene, Oregon. Mark has served on several advisory boards including the Parable Franchise board and Christian Retailing, and has over forty years of retail management and ownership experience.

Background Information

With headquarters in Waukesha, WI, Perfect Timing, Inc. produces and distributes three well known calendar, stationery and specialty gift lines, marketed under the LANG®, Avalanche® and Turner Licensing™ brands.

Specifically, the LANG® line offers beautifully illustrated calendars, holiday cards, ceramic mugs, puzzles, journals and planners, recipe albums and other memorable gifts. Another premier brand, the Avalanche® name is synonymous with trendsetting designs, specializing in organizational products, stationery and unique calendar formats, including the top-selling Plan-it® and Note Nook® lines. Turner Licensing™ is an industry leader in sports licensed calendars, stationery and back-to-school products, featuring 200+ major league and collegiate teams.

Contact Information

For more information about the Perfect Timing brands, contact Janea Rowe, Marketing Coordinator, at 262.523.9250, or jrowe@perfecttimingbrands.com.