

For Immediate Release

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**INDUSTRY BREAKFAST: TONY SNOW LOOKS AT PRESIDENTIAL ELECTON,
STATE OF THE WORLD**

*Paula Deen on Southern Cooking; Connecting with Green Consumers;
Lee Eiseman Reinvents Color*

ROSEMONT, ILL (January 2008)—Get the scoop on current events both home and abroad from former White House Press Secretary Tony Snow during the Annual Industry Breakfast at the 2008 International Home + Housewares Show.

Snow, a news business veteran with 25 years' experience, will offer his uncommon insight on current events around the world and how they are shaping international politics. In addition, he'll look at the November elections and how they will take shape in coming months. His presentation will begin at 7:15 a.m. on Tuesday, March 18 in Room S100/Grand Ballroom, Level 1 of the South Building at McCormick Place, Chicago.

Tickets for the Breakfast are \$25 each or \$300 for a table of 10 with priority seating. They can be pre-purchased at www.housewares.org or onsite in the Show Store.

Snow served as White House press secretary from May 2006 to September 2007. He was director of speechwriting and deputy assistant to the President for media affairs under President George H.W. Bush in 1991. He has worked in print, radio and television media during his quarter century in the new business, including stints as an editorial page director at two newspapers and syndicated columnist. He also hosted shows on national radio and television.

Southern Cooking is Magical

Celebrity cook and TV host Paula Deen will open the 2008 Show with her keynote address, "The Charmed Consumer," on Sunday, March 16, from 7:30 - 8:30 a.m., in Room S100/Grand Ballroom, Level 1, South Building.

The ebullient Deen will talk about how Southern cooking can charm consumers with its quaint, yet hearty and complex fare. A former housewife from Albany, Ga., with no formal food training, Deen has become one of the most recognized cooks in America. She stars in two eponymous shows on the Food

-More-

Industry Breakfast/Add One

Network: “Paula’s Home Cooking,” which airs seven days a week, and “Paula’s Party,” which airs on Friday nights.

She is the author of six cookbooks and a memoir, “Paula Deen – It Ain’t All About the Cookin’,” which debuted in the Top 10 of the New York Times bestseller list in spring 2007.

Consumers Go Green, Face Many Choices

While there’s little doubt that the “green” consumer movement has gained a foothold, the many messages about products and services can be baffling. Two consumer experts open the Show on Monday, March 17 with a presentation on how consumers and retailers can cut through the clutter and get to the point.

“In the Green: Connecting With Environmentally Conscious Consumers,” will begin at 7:30 a.m. in Room S100/Grand Ballroom, Level 1, South Building. Co-presenter Jennifer Ganshirt is managing partner at Frank About Women, which conducts proprietary research on female consumers. She’ll present recent research that describes the “many shades of green” in the consumer market, and how those attitudes dovetail with sustainable products and the retailers that deliver the goods. Fabian DeGarbo is the director of sustainable packaging for Whole Foods Market, which is frequently cited as one of America’s most socially conscious companies. He’ll talk about how his company created the brands that have made Whole Foods a leader in green initiatives and how retailers can create store experiences that shoppers enjoy.

Trends in Color and Style

When it comes to housewares trends that will be hot in the coming year and beyond, no one is better than Leatrice (Lee) Eiseman, executive director of Pantone Color Institute and director of the Eiseman Center for Color Information and Training. On Monday, March 17, she will examine the major trends in color and style as they relate to how consumers make “green” product choices for the planet and for themselves. “REinventing Color + Style: The Major Trends,” will begin at noon in Room S100/Grand Ballroom, Level 1, South Building.

On Tuesday, March 18, Eiseman will team up with Maureen Welton, president and creative director at 18 Karat, a Vancouver, BC retailer, to look at color forecasts and enticing trends in retail sales.

Industry Breakfast/Add One

Eiseman will open the noontime session by addressing the oft-asked question, “How do I know how and where to look for color directions?” In other words, what are the clues, buzzwords and other indicators that the housewares industry needs to use to generate excitement and sales. Welton will follow with a primer on making a store a “pilgrimage” and creating a devoted following in a world where value, quality and performance are givens and an oversupply of products makes choices difficult. Welton says each store must fashion its own look and personality, provide a “fiercely edited” group of products that support a creative idea and then boldly merchandise to distinguish itself.

For more information about educational programs at the International Home + Housewares Show, or to purchase Industry Breakfast tickets, please visit www.housewares.org.

-30-

EDITORS NOTE: The Industry Breakfast is not open to coverage by consumer news organizations. Trade and consumer editors who would like to attend the Breakfast, should contact Debbie Teschke at dteschke@housewares.org for a complimentary ticket.