

For more information:

Andy McDermott
Shea, Inc.
612.594.4245
andym@shealink.com

FOR IMMEDIATE RELEASE

Seasonal Living grand opening at Mall of America

MINNEAPOLIS (June 8, 2009) – Seasonal Living, a retail concept featuring seasonal gifts and home décor for the holidays and seasons throughout the year, is having its grand opening celebration beginning Friday, June 12 at the Mall of America. Seasonal Living worked with Shea, Inc., a Minneapolis-based marketing and design firm, to develop the Seasonal Living brand as the company decided to expand its personalized ornament business.

Since 2007, Seasonal Living has been running Rudolph and Me, a 550 square foot store at the Mall of America, which carried a large line of Christmas ornaments. They garnered a significant consumer following with their personalized ornament collection and negotiated with mall management to expand into a larger space. With last year's closing of holiday giftware store, Department 56, the available space presented an opportunity to expand the ornament collection into a full line of seasonal holiday merchandise, and Seasonal Living took over the site.

Expanding the merchandise offering and occupying the new 10,000 square foot space required a retooling of the entire concept and the company worked with Shea to develop the Seasonal Living brand. The new store features a large section dedicated to their signature Rudolph and Me personalized ornaments, and includes items from the popular Merck Family's Old World Christmas line, with another sizeable area dedicated to a unique collection of custom-trimmed Christmas trees. From August through December, the store will almost exclusively carry Christmas-related items, but the rest of the year it will be a destination for seasonal specialty gifts and home décor items. For example, Seasonal Living will debut the concept with a section in the entry dedicated to garden and patio merchandise. Throughout the year, they will feature unique merchandise for 4th of July, Halloween, Thanksgiving and other holidays. Gifts, home accessories, personalized picture frames, collectibles, and baby gifts will be a part of their permanent collection.

Seasonal Living, 300 N. Garden, Mall of America, Bloomington, MN 55425; phone: 952-854-1110; website: www.seasonallivingmn.com (coming in July) Store Hours: M-F 10:00 AM – 9:30 PM; Sat 9:30 AM – 9:30 PM; Sun 11:00 AM – 7:00 PM.

Shea, Inc. is a marketing and design firm integrating expertise in marketing, architecture and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Macy's, TCF National Bank, Morton's The Steakhouse, Wells Fargo and Midcontinent Communications. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site www.shealink.com.