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## **burton + BURTON™ Acquires Pacific Rim Customer List**

*Bogart, GA  
June 1, 2007*

Today, burton + BURTON™ announces the purchase of dissolved Pacific Rim Import Corporation's customer list, trademark, and domain names.

"This is an exciting time for us and the industry," says Maxine Burton, President and founder of burton + BURTON™. "Pacific Rim's departure from the market left a void in the gift and home décor industry. Our desire moving forward is to fill that void and introduce a new segment of retailers to our outstanding customer service, quick order turn-around, and superb quality products."

burton + BURTON™ will be in contact with former customers of Pacific Rim in the coming weeks to assist with their purchasing needs in time for the upcoming holiday buying season.

Steve Casso, General Manager at burton + BURTON™ said, "With our showrooms in Atlanta, Dallas, and Chicago, we can help any retailer seeking an international importer of the types of products formerly provided by Pacific Rim." Casso goes on to say, "The summer shows are always busy. In light of this new development, I predict that this year's summer markets will be especially busy for us."

To ensure that the increased number of customers receive the level of service burton + BURTON™ is known for, the company is expanding the number of sales representatives at all three locations and will be implementing new measures on-site to reduce wait times for buyers.

The domain name acquisition will allow burton + BURTON™ to redirect visitors searching for Pacific Rim to the [www.burtonandburton.com](http://www.burtonandburton.com) website.

burton + BURTON™ is no stranger to the industry. Celebrating its 25<sup>th</sup> Anniversary this year, the family owned and operated business based in Bogart, Georgia, is one of the largest suppliers of balloons and coordinating gift products in the world. The company's product line of over 15,000 products includes decorative home accessories, vases, plush, ceramics, baskets, and floral containers.

"When we learned that the customer list, trademark, and domain names were for sale, we saw a unique opportunity for our company as well as for Pacific Rim's former customers. We decided to go to Seattle to try to secure the rights to those intangible assets", said Bob Burton, CEO. "With this acquisition in place, we'll be able to provide a mutually beneficial solution to all involved, and to help close the final chapter on what has been a surprising turn of events in the industry."

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