

Lovers Package opens new stores in Shoreline and Olympia

While many retail companies are struggling to survive, Peekay, Inc., the parent company of Lovers Package, is showing double-digit increases over last year.

"Business is great," says president and CEO Phyllis Heppenstall. "The market for love and romance stays strong because economic instability tends to make us think more about those folks special and close to us. Lovers Package is here to provide both fun-filled and romantic ways to express our feelings. Whether it's a cuddly game for two, candles or a luxurious bath with champagne bubble bath, you can treat your lover, partner or mate."

Peekay was founded by Phyllis and her daughter, Kris Butt, in 1980 with a \$600 investment as an in-home party plan program. The first retail store opened in 1981 and has grown

to include 19 Lovers Package stores from Mount Vernon to Olympia, eight A Touch of Romance stores in Southern California plus wholesale, internet and manufacturing divisions.

Over the years, the stores have grown in square footage from the 1,600 - 1,800 range to 3,000 to 4,000 square feet. "The Shoreline store is a new, beautiful 4,500 square foot store right on Highway 99. Olympia and Lacey customers have been asking for our upscale boutique presence for over three years and we are happy to serve them with a newly expanded and remodeled 3,000 square foot location," says Heppenstall.

The new Lovers Package is located across from the Costco store in Shoreline at 20019 Aurora Ave N. Everyone is invited to visit the grand opening Aug. 8-10. There will be prizes for customers, in-store specials, and the annual summer sale will also be taking place.

"Our unique shopping experience is targeted at women and couples. Our concept is to put every customer at ease and give them a comfortable, safe place to shop," states Heppenstall. To see a list of all the Lovers Package locations, visit www.loverspackage.com.