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BUSINESS, FASHION, LIFESTYLE, TECHNOLOGY EDITORS

### **PACIFIER LAUNCHES GIFT REGISTRY SERVICE POWERED BY EWISH.COM**

Minneapolis, MN, April 17, 2006. Pacifier (<http://www.pacifieronline.com>) today announces a new gift registry service designed to make gift buying simple and convenient. Owned and operated by Quyen Tran and husband Jonathan Witthuhn, Pacifier is a locally-owned, independent boutique physically located in hip Northeast Minneapolis and virtually located on the World Wide Web as [www.PacifierOnline.com](http://www.PacifierOnline.com).

Customers can set up a gift registry directly from PacifierOnline.com using convenient Add-to-Registry Buttons. Friends can then login to the registry to view the list of pre-selected gifts and make a purchase on-line or by calling a Pacifier directly. All purchases are automatically removed from the list to eliminate duplicate gifts. The gift registry can be used for a variety of occasions, from baby showers to birthdays and takes the guesswork out of gift buying.

"Locally, Pacifier was the first of its kind -- the "hip" baby store -- to open in the Twin Cities" recalls Tran who opened the store in 2004. Unlike some web competitors "we have a brick-and-mortar store, which means customers can reach us during normal retail hours, 7 days a week -- including Sundays! We also are the only online baby boutique with a wide depth of clothing, accessories, strollers, and furniture. Other online boutiques do not carry such a wide breadth of products."

The eWish gift registry system also contains many useful features such as an on-line photo album, RSVP service and E-notification system. For example, customers can use the online photo album to share pictures with friends and family. They can send messages to friends using the E-notification system. To protect their privacy, an optional guest password can be assigned to limit access.

Customer feedback was a driving force in the move to a new gift registry service. Tran explains, "Customers were requesting one. They are tired of registering for the same old baby items at large big box stores such as Babies R Us or Target." Pacifier selected the eWish registry system (<http://www.ewish.com>), after learning that it was compatible with their existing web store platform by Yahoo.

Pacifier carries hard to find, unique items. "We also provide friendly and exceptional customer service, both in-store and online. In-store customers receive free gift boxing; gifts are packaged in Pacifier's distinctive bright green boxes and white ribbon." Says Tran "think Tiffany boxes, for babies. If they (buyers) find a lower price on an identical item, we are happy to match it."

eWish.com is a leading provider of private label gift registry systems for on-line and off-line merchants. Its system can be quickly integrated with a merchant's retail store, web site or mail order operations, and has a number of unique features such as guestbook, RSVP system, and on-line photo album.

Pacifier is located at 310 East Hennepin Avenue in Minneapolis and this summer will open Pacifier Annex, a converted warehouse space to show furniture and strollers, a couple of miles away.

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