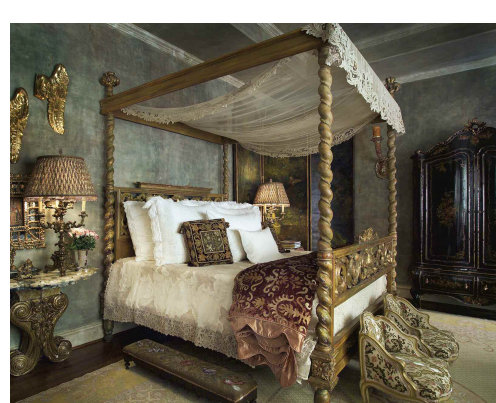




Pandora de Balthazar

EUROPEAN LUXURY BEDDING



New Pandora de Balthazar Showroom Opening at High Point Market

See us at the Antique & Design Center of Market Square

Dear Clients and Friends:

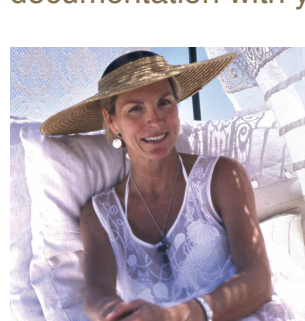
We have exciting news to share! Next week, we unveil the new Pandora de Balthazar showroom at the High Point Market, the largest home furnishings trade show in the world.

Our showroom, located inside the Antique & Design Center in historic Market Square, opens early for Market Week on October 20th at noon. We hope you will join us for the week-long celebration at the Market, October 22 to 27.

The Antique & Design Center—housed on the ground and mezzanine levels of what was once a turn-of-the-century furniture factory—has quickly become a favorite venue of the world's savviest retailers and designers. You'll find more than 70 hand-picked dealers and artisans who have been specifically chosen to meet the discriminating needs of the design trade today. We are thrilled to have been invited to exhibit our extraordinary collection of antique linens and Hungarian goose down bedding alongside the exquisite antiques, works of art, and one-of-a-kinds in this prestigious, easy-to-shop venue.

As a trade-only show, the High Point Market has special registration requirements for entry and a badge is required to access Market Square, as well as all of the buildings and special events that comprise the Market. Registration is free and all the information you need can be found at www.highpointmarket.org. Simply click the **registration tab** and follow the online directions to obtain your Market Pass from the High Point Market Authority, or call the Market Authority at 336.869.1000 for assistance. Be prepared to provide your tax ID number and proof that you are in the home furnishings trade.

If you prefer, you may also register on site when you arrive. Just be sure to bring the necessary documentation with you to speed you on your way, because you won't want to miss a minute.



On the website, you'll find everything you need to know about the High Point Market, from information about special educational events (many of which offer CEU credits), as well as the many social events open to retailers and designers. If you have never attended the High Point Market before, you will find it's a dream come true for designers looking for ways to grow their businesses. And if you're a Market veteran, we can't wait to show you everything that's new and lovely this season at Pandora de Balthazar!



Schedule An Appointment or Simply Stop By and Breathe

The new Pandora de Balthazar showroom is designed to be a special place at the High Point Market where our customers and clients can exhale, recharge, reconnect and grow.



While you are with us, we invite you to take a Personal Texture Test in order to better understand how texture impacts the quality of sleep. Learn how to dress beds from the inside out, and why it's an approach that has been known to change designers' businesses, as well as the lives of their clients. Talk with us about the impact of sleep on personal and professional performance, and sample our collection of all natural lavender products, handmade in America.

For those who so desire, sleep distraction and anti-sleep deprivation appointments are also available. To schedule, please call 850.432.4777 prior to Market.

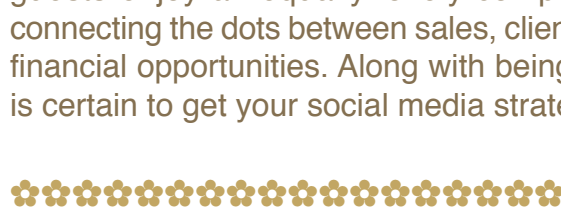


Join Us for Breakfast in Bed

We're sponsoring some dreamy events to celebrate the opening of our new High Point Showroom and this is your personal invitation to join in all the excitement.

Our first special event is a siren call to for all designers who already play in the social media space, as well as those who wish they knew more. Part of the Antique & Design Center Seminar Series, it's called "Breakfast in Bed with Leslie: Waking Up to the Power of Social Media." Set for Saturday morning, October 22, from 10 a.m. to 11 a.m., the provocative seminar will be led by social media practitioner, Leslie Carothers, owner of social media agency, The Kaleidoscope Partnership, who is well known to twitter fans as @tkpleslie.

Leslie will lead the seminar ensconced in a perfectly dressed Pandora de Balthazar bed, while our guests enjoy an equally lovely complimentary breakfast. Don't miss this special wake-up call on connecting the dots between sales, client acquisition and the kind of media exposure that leads to further financial opportunities. Along with being the most elegant and civilized Market kick-off ever, this event is certain to get your social media strategy on track faster than a double-shot espresso!



Meet Author Jennifer Duchene

While at High Point Market, make plans to meet author Jennifer Duchene in the Pandora de Balthazar showroom where she will be signing copies of her new book, Le Chic Cocoon, Saturday, October 22nd from noon to 2 p.m., and Sunday, October 23rd, from noon to 2 p.m.

Le Chic Cocoon discusses the power of design and decorating to enable women to harness their instinctive power and meet their own needs. Witty, empowering, and enlightening, Le Chic Cocoon masterfully mixes a woman's inner beauty with her outer surroundings. Duchene reveals how to create and decorate your cocoon, as well as ways to incorporate happiness and set boundaries in life.

Jennifer will also be on hand until 6 p.m. Saturday and from 9 a.m. to 6 p.m. on Sunday to speak personally with our clients and customers about creating their own Le Chic Cocoon.



7 STEPS TO CREATING YOUR selfish SPACE



Have Your Picture Taken and Enter to Win

Come to the Pandora de Balthazar showroom during the High Point Market and have your picture taken in bed by renowned photojournalist Bruce Barone. Pose with our heavenly Hungarian goose down pillows and then ask your friends to Like the Pandora de Balthazar Facebook page: <http://facebook.com/PandoraLuxuryBedding> and vote for your picture. The picture that receives the most votes by noon EST on Thursday, October 27th, will win a five-piece, European Sleep System of Pandora de Balthazar pillows valued at \$2,500. That's good reason to smile for the camera!



Visit Our New Website

We invite all of our newsletter subscribers to visit our new website and blog at pandoradebalthazar.com. We've been receiving some great blog coverage recently and we invite you to read these posts:

<http://blog.nehomemag.com/2011/09/notes-from-the-field-between-the-sheets/>

<http://quintessenceblog.com/2011/09/announcing-pandora-de-balthazar/>

<http://highpointantiquecenter.blogspot.com/2011/09/dream-weaver.html>



Our new 28-page booklet will be available at Market with a forward by renowned surgeon Dr. Steven Hamilton. If you would like to receive a copy, please email toni@pandoradebalthazar.com.

www.pandoradebalthazar.com
www.facebook.com/PandoraLuxuryBedding
www.twitter.com/Pan_deBalthazar