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March 26, 2007

**FOR IMMEDIATE RELEASE**



*April's New York Tabletop Market will feature several new Gibson introductions aimed at the diversity of consumer lifestyles today.*

## **DESIGNS FOR LIFE**

(Commerce, California) - Leading housewares manufacturer Gibson USA is heading to April's New York Tabletop Market with a wide range of new tableware patterns designed for the growing diversity in consumer lifestyles today.

"At Gibson, our focus is on providing everything you need for the table including dinnerware, flatware, cutlery and cookware," said Kimberly Griffin, Gibson's director of marketing. "We create fashion-forward styles that fit the lifestyle of the average consumer. We can give them what's new, what's traditional and what's functional, all at a great value."

From elegant bone china and the latest reactive-glazes, to more tradi-

tional ceramics, and fun, durable Melacore® plastics, the California-based housewares manufacturer is headed east with a product selection designed for the many shades of everyday life.

With style an ever-present concern, Gibson places equal emphasis on "accessible values" as a key component of every item they produce, Griffin said.

Maintaining this intricate balance has allowed Gibson to grow for 28 straight years - and counting - allowing the company's numerous products to quietly find its way into homes throughout the country, and the world.

Industry giants like **Target Stores** have been longtime supporters, and the retailer has again recognized Gibson

with their "Partner Award of Excellence" for 2006.

Gibson maintains a permanent showroom on the 10th floor of the prestigious 41 Madison building in New York City. All are welcome to visit April 20-23 during the Spring renewal of the New York Tabletop Market.

**Additional images available upon request.**

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Gibson is a worldwide leader in the tabletop, cookware & housewares industry and, for over a quarter century, has supplied the world's leading retailers under the Gibson Everyday® and Gibson ELITE® brands. Gibson is also the industry's leading private-label resource and currently markets the country's #1 casual dinnerware line. Visit us at [www.gibsonusa.com](http://www.gibsonusa.com).