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***CA BOOM DESIGN SHOW SELECTS HIGH POINT MARKET  
AS LOCATION FOR INAUGURAL CA BOOM EAST SHOW IN FALL 2008***

*Eclectic, Contemporary Design Show From California Chooses High Point Market to Launch First East Coast Show in October '08; Mills Village, a reclaimed Hosiery Mill Complex Turned New Home to Cisco Brothers' LEED Showroom, To Be Host Venue*

**High Point, NC (April 7, 2008)** — **The CA Boom Design Show**, the west coast's leading design trade show and exhibition, announced today that it has chosen the fall 2008 High Point Market in North Carolina to launch its first-ever east coast show appropriately entitled, **CA Boom EAST**. The new show will be held at the latest showroom complex in High Point: The Mills Village, formerly the Highland Yard Hosiery Mill turned the most significant LEED project in North Carolina's state history, which also houses the premiere flagship showroom for Cisco Brothers. CA Boom East will open at the Fall '08 High Point Market October 20 through 26, 2008 in a new flexible showroom space at Mills Village located at 1014 Mills Avenue, High Point, NC.

After a thorough review of other North America design shows spanning the past several years, CA Boom Design Show creator and executive producer, Charles Trotter selected the High Point Market as the location for a new design show which will showcase strictly modern, non-traditional products that are authentically designed and manufactured in the designer's origin country. States Trotter, "The High Point Marketplace, continues to have the track record of consistently attracting the world's most important furniture buyers. We see the High Point Market as the center and the future of where real furniture is made and sold and we are very excited to be associated with such a prestigious event." Brian D. Casey, president and chief executive of the High Point Market Authority comments, "The CA Boom Design Show represents the next generation of contemporary designers and manufacturers and we are thrilled to have CA Boom EAST involved with High Point Market. CA Boom will be complimentary to where High Point is already positioned with the high-end designer community. It is clear that CA Boom's selection of High Point for their new show location further validates our claim as the 'Worlds Home for Home Furnishings.'"

Over the past five years, Southern California has been home to the CA Boom Design Show which has become a must-attend west coast design event. While the west coast concept of CA Boom has gained international acclaim for promoting contemporary and non-traditional design and architecture – spanning furnishing to surfaces and finishes to doors and windows to prefab - CA Boom EAST will focus on new, independent contemporary furnishing designers and manufacturers that have yet to be discovered by top contemporary and transitional retailers.

CA Boom EAST will be held during the fall '08 High Point Market at the newly opened Mills Village Complex which is also home to the new showroom for Cisco Brothers, Los Angeles-based fine furniture, manufacturer and retailer. Mills Village, once considered an eyesore in the High Point community is now the most significant LEED (Leadership in Energy and Environmental Design) project to be installed in the City's history and in all of the state of North Carolina. The show will be held in a flexible space on the second floor of Cisco Brothers' new flagship showroom. The 27-acre Mills Village complex itself is comprised of 280,000 sq. ft. of former mill buildings, surrounded by seven acres of natural wetlands and two acres of pitch pine and hardwood forest. The buildings feature reclaimed partitions, ramps, and staircases made 70% from metals and lumber reclaimed from the old structure and its surroundings. Cisco Pinedo, founder of Cisco Brothers, states, "Having been an exhibitor at CA Boom, I saw firsthand how this show can benefit the design community on the west coast. In addition, the Cisco brand compliments CA Boom's business values and we are excited to grow our relationship with the show on both coasts."

As an added value, CA Boom EAST will develop a definitive contemporary design guide to High Point and debut it at the fall 2008 Market. Designed specifically for non-traditional and contemporary retailers, the resource guide will pinpoint the hottest contemporary exhibitors at CA Boom EAST, as well as highlight all of the contemporary showrooms and events involved with High Point Market.

The first CA Boom Design Show took place in the design-savvy community of Santa Monica, California in August 2004. At the helm was Venice, California native Charles Trotter, who was looking to provide an independent, forward-thinking design show on the west coast that harnessed sophisticated event marketing expertise that was previously out of reach to all but the largest corporations and associations, and making it available to the independent, contemporary design community that was underserved and full of promising architects, furniture designers and product designers. To this day, the CA Boom Design Show stays true to its vision and Trotter is looking forward to bringing his show concept to High Point Market this fall.

**\*\*\*\*\*SPECIAL NOTE TO THE MEDIA\*\*\*\*\***

CA Boom Design Show creator and executive producer, **Charles Trotter will be attending the spring '08 High Point Market from Sunday, April 6 through Wednesday, April 9.** Trotter will be available for in-person interviews throughout Market at the new Cisco Brothers High Point showroom: **Cisco at the Mills Village, 1014 Mills Avenue, High Point, NC.** On display will be numerous pieces from past CA Boom exhibitors to offer a sampling of the contemporary designers that have participated at the show including: PIE, Bottega Montana, Dellarobia, Magis/ Leif Peterson, Not Neutral, Clay & Wood, Areawear, Motoart, Jonathan Ferrera Gallery, and Motoart. Please contact CA Boom Design Show publicist, Carl Larsen to schedule a meeting during the dates listed above at **(310) 210-7018.** You are also welcome to attend the Cisco Brothers' Showroom Grand Opening Party on Tuesday, April 8 at 6pm as both Charles Trotter and Cisco Pinedo will be in attendance.

**About CA Boom Design Show**

The CA Boom Design Show is the leading West Coast independent, multi-discipline design trade show and exhibition that brings the modern design community together to promote authentic and high-quality design, manufacturing and architecture on both U.S. coasts. CA Boom 6: The West Coast will take place from March 28 through 30, 2009 at Santa Monica Airport's Barker Hanger in Southern California. The inaugural CA Boom EAST show will be held during the fall 2008 High Point Market from October 20 through 26, 2008 at the new Cisco Brothers showroom. For more information about the CA Boom design shows, please visit <http://www.caboomshow.com>.

**About the High Point Market Authority**

The High Point Market Authority is the official sponsor of the High Point Market in High Point, North Carolina. Featuring an extensive selection of exhibitors spanning every category, style and price point, encompassing some 12 million square feet of exhibit space, and attracting tens of thousands of visitors from more than 110 countries twice each year, the High Point Market is the driving force of the home furnishings industry. For additional information, visit [www.highpointmarket.org](http://www.highpointmarket.org).

**About Cisco Brothers**

Cisco Brothers has built hand-crafted furniture in Los Angeles since 1990. Cisco Brothers embraces the beauty of construction through the use of natural, pure materials, such as wool batting, hemp, jute, cotton, and FSC Certified and reclaimed hardwoods, creating elegant furniture that is environmentally friendly and built to last. Cisco Home is proud to be a part of a cultural evolution toward a sustainable future by producing custom, fully upholstered, hand-made, furnishings. Information about Cisco Brothers is available by calling 323-778-8612, or by visiting [www.ciscobrothers.com](http://www.ciscobrothers.com)

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