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**FOR IMMEDIATE RELEASE**

September 17, 2006

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## **LyonShare Marketing Once Again Named Marketing Firm for January 2007 Philadelphia National Candy Gift & Gourmet Show**

Honey Brook, PA – After the successful completion of the September 2006 Philadelphia National Candy Gift & Gourmet Show sponsored by the Retail Confectioner's Association of Philadelphia, LyonShare Marketing was again named the marketing firm of choice to launch the January 2007 show, to be held January 7-9, 2007.

The Philadelphia National Candy Gift & Gourmet Show highlights every aspect of the candy making industry for gourmet retail confectioners, manufacturers and wholesalers. The show is held in Atlantic City twice a year, in September and January.

"We are thrilled to work on the upcoming January show and continue our efforts of branding it as the industry's premier bi-annual event," states Vicki Lyon, President of LyonShare Marketing.

Thanks in part to effective marketing and new creative ideas crafted by LyonShare Marketing in their first partnership with the Retail Confectioners Association, the September 2006 show was deemed a success. Held in Atlantic City from Sunday, September 10 through Tuesday September 12, this show saw a 25% increase in exhibitor presence with over one third being new, and a 60% increase in buyer attendance over the previous September show.

"It's a pleasure to work with LyonShare and have a marketing partner who is flexible, creative and understands deadlines. They've never let me down!" exclaims Maureen Walter, Show Manager for the Philadelphia National Candy Gift & Gourmet Show.

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LyonShare Marketing is a full-service marketing firm dedicated to a *Get Real! Marketing*<sup>™</sup> philosophy, delivering the results companies need to survive...and thrive without "cookie cutter" approaches. Since 2004 LyonShare has serviced business-to-business and direct-to-consumer client marketing needs by offering fresh ideas and creativity, without the fluff. LyonShare offers the same services traditionally found at large advertising agencies for a fraction of the time and cost.