



103 Sweetwater Drive, Ste. 3  
Honey Brook, PA 19344  
Office: 610.273.9158  
Fax: 610.273.9154  
[www.lyonsharemarketing.com](http://www.lyonsharemarketing.com)

---

**FOR IMMEDIATE RELEASE**

July 9, 2007

**CONTACT:**

Vicki Lyon  
610.273.9158

## **Successful Launch of TREAT Aided by LyonShare Marketing**

Honey Brook, PA – After months of planning, sample sale boutique, TREAT, opened its doors to the public this past weekend. The store's opening was considered a great success thanks in part to the marketing efforts by LyonShare's team of strategic thinkers and creative minds.

"We enjoyed working on TREAT's various branding projects to help them successfully hit the ground running," comments Vicki Lyon, President of LyonShare Marketing. "TREAT has a bright future and we anticipate helping the store solidify their brand and grow clientele."

TREAT is located in Old Town Alexandria, VA, just outside of Washington, DC and offers the area's first sample sale boutique. TREAT scouts overstock name brand items from local shops and offers a weekly sample sale featuring popular contemporary lines. Their inventory includes clothing brands such as Milly, Lauren Moffatt, Nanette Lepore, Theory, Tocca, Mint, Marc by Marc Jacobs, and Diane von Furstenberg and shoes from Hollywould, Bo'em and much more, all at substantial discounts from original retail prices.

Prior to TREAT's opening, LyonShare developed the company's logo as well as other brand identity items such as shopping bags, indoor and outdoor signage, business cards, hangtags, and more.

An official TREAT grand opening event is being planned for late summer. For more information, visit TREAT at [www.shoptreat.com](http://www.shoptreat.com).

\* \* \*

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.