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FIRST 'MOTHER'S AND FATHER'S DAY' CONSUMER PRODUCT EVENT AT THE VICEROY

Smartbox, REACTOR Watches and Other Mother's and Father's Day Must Haves Showcased on October 28, 2009

(Los Angeles, CA, October 28, 2009) – On October 28th, from 10 am to 6 pm at the Viceroy Hotel in Santa Monica, a new recession busting PR tool called Consumer Product Events (www.ConsumerProductEvents.com) will showcase consumer "Mother's Day and Father's Day Gift Gear" products and services for the Los Angeles press who are looking for content for their May and June 2010 gift reporting. The service premiered in Los Angeles earlier this year with the wildly successful "Holiday Gift Guide Gear" event in June, and an equally successful "Beauty Gear" event in New York. The "Mother's Day and Father's Day Gift Gear" event is one of three more Consumer Product Events that are planned through 2009. Consumer Product Events was developed to save marketers the costs of a full year-long PR retainer by introducing them to all the reporters they need to meet in one day.

The showcased products at the "Mother's Day and Father's Day Gift Gear" event include:

The Chocolate Traveler - A wedge provides chocolate lovers with individual servings. It is ready for personal indulging by the piece, without having to break bars or chunks in your bare hands, or for sharing with others right from the container, with several servings all ready for entertaining. (thechocolatetraveler.com)

Claire Painchaud – Claire associates both her passions, children and photography, in a very organic way, catching simple moments of everyday life or just that one magical instant. She finds in every child, beauty, vulnerability and love. (clairepainchaudphotography.com)

Crown - A revolutionary breakthrough, an all natural topical solution available for the first time after seven (7) years of research and development. It does not require a prescription and comes in a convenient "spray and go" formula which takes 10 seconds to apply, and is the only product available on the market which uses a patented, scientifically engineered technology, an all natural, original approach to solving the problem of thinning hair for men. (naturalcrown.com)

Girl Trunks swimsuits - designed for fuller coverage with fashionable halter tops and shorts. Girl Trunks eliminate the dreaded bathing suit drama. A "reinvention of swimwear" for women that gives confidence, comfort and femininity. (mygirltrunks.com)

Helix BioMedix - A specialty dermatology and consumer products skin health company developing bioactive peptides for uses across a wide range of markets. Our mission is to enrich clinical practice and the patient/consumer experience by

developing topically-applied products which offer the health, beauty and safety benefits of our advanced bioactive small molecule technology. (helixbiomedix.com)

Inca Mama – Inca Mama offers chic and versatile designer maternity. Stay cozy and in fashion during your pregnancy and beyond the post partum days! (bellydancematernity.com)

Kooky Klickers - A collection of fun, colorful pens that have unique faces and crazy hair. Each has their own name and is a member of a Krew, which is kind of like a little family. (kookys.com)

PILLO1™ - Hand-crafted in America from three different types of foam, all carefully selected to give optimal comfort and support. Two densities of Talalay latex foam, derived from the renewable resources of the natural milk of the rubber tree, provide a luxurious softness and stability; and a recyclable, soy-based bio-foam provides the perfect density for increased neck support if desired. (pillo1.com)

Presents for Purpose - specializes in stylish and meaningful apparel, jewelry, accessories and gifts that give back. Whether shopping for yourself, or for a gift, your purchases pull double duty by putting a smile on the face of someone you know— and also on someone that you don't! (presentsforpurpose.com)

REACTOR – Watches are designed to meet, or exceed, demanding Swiss standards. Cases are forged from solid stainless steel. REACTOR truly represents the best of what the world of watches has to offer. (reactorwatch.com)

Smartbox - A new customized gift concept wrapped up in a luxurious package. In each of these packages, Smartbox™ has selected unique activities, charming destinations and quality Spas and institutes. (smartbox.com)

Vitamina Jeans - From the center of fashion in Italy, Vitamina Italian stretch jeans are designed for the contemporary woman, a fashion forward look with a comfortable fit for nearly everyone. (vijeans.com)

“Los Angeles is the second largest media market in the U.S.,” said Alyson Dutch, founder of Consumer Product Events. “Unlike New York, this city had no mechanism to help the press here who need content for their special issue reporting. This became the inspiration for the creation of this company.”

Consumer Product Events (www.consumerproductevents.com) connects consumer packaged goods with the press who are looking to report about them. Created by a PR veteran whose clients have included everything from Champagne Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting and Michael Douglas -- we know how to get the media's attention. Our series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets your product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters. Showcasing your product with Consumer Product Events can save more than 95% of a yearlong PR budget. The most highly targeted PR investment available; our events cover over 15 industry categories and expose your product to up to 100 influential reporters in just one day.