



PRESS INFORMATION

DUXIANA SAN RAFAEL HOLDS LUXURY NIGHTS' BENEFIT TO HELP FIGHT BREAST CANCER IN MARIN

Benefit trunk show will feature the first U.S. showing of new textiles from famed Swiss textile designer Christian Fischbacher and performances by Golden Gate Opera

SAN RAFAEL, CA (January 17, 2007)—The fight against breast cancer in Marin is getting a boost from DUXIANA San Rafael, luxury bedding retailer. The store will host a benefit trunk show featuring designer bed linens to support Marin's nationally recognized Zero Breast Cancer organization, on Saturday, January 27 from 4:00 to 7:30pm at 901 A Street. Performers from Golden Gate Opera will provide live entertainment. Food, refreshments, and hors d'oeuvres will be served.

The Luxury Nights benefit event will showcase DUX Beds dressed in the latest textiles and patterns from the Swiss textile designer Christian Fischbacher. Guests will be among the first in the U.S. to view Christian Fischbacher's Spring 2007 collection directly from the world-acclaimed Heimtextil show which will be held January 10-13 in Frankfurt, Germany.

DUXIANA San Rafael will donate 25% of the linen sales to Zero Breast Cancer to help fund research, education, and community outreach initiatives. "This benefit is a wonderful opportunity to help support breast cancer research in our community. Almost everyone knows someone who has been affected by breast cancer," said Sharyn Johnson, owner of DUXIANA San Rafael. "It is a great way to help women, while also getting a preview of the best dressed beds for 2007."

Marin County's average annual incidence rates of breast cancer continue to be 18% higher than the nation's average. Zero Breast Cancer is a non-profit organization that participates in community-based research projects that investigate possible environmental factors that influence breast cancer in Marin.

"We are very grateful to DUXIANA for holding this event to support breast cancer research in Marin," said Sharon Doyle, Development Director of Zero Breast Cancer, who will be attending the event along with other board members. "The benefit event is a community call to action about finding preventable causes of breast cancer and protecting future generations to make zero breast cancer a reality."

In addition to the trunk show, highlights of the event include live performances from Marin's Golden Gate Opera, hors d'oeuvres, and a raffle offering a weekend stay at The Heritage House in Mendocino which features DUX Beds.

Neighboring Izette Salon will also be open to guests, who are invited to mingle with Izette stylists while enjoying hors d'oeuvres in the salon. Owner Faye Izette will raffle a salon treatment package to help support the event.



PRESS INFORMATION

DUXIANA SAN RAFAEL HOLDS LUXURY NIGHTS' BENEFIT TO HELP FIGHT BREAST CANCER IN MARIN (continued)

About DUXIANA San Rafael

The DUXIANA San Rafael store, located at 901 A Street, opened in 1991 by owner Sharyn Johnson. DUX (www.DUXbed.com) is one of the highest quality bed manufacturers in the world. For over 80 years, the Ljung family of Sweden has studied ways to blend the science of healthful sleep with the ultimate in comfort. By combining research, the finest natural materials and the most experienced craftsmen, DUX strives to develop the most advanced conventional bedding available. Their newest innovation is the DUX 8888, the only inner-spring mattress in the world with adjustable lumbar support.

About Christian Fischbacher textiles

Christian Fischbacher was founded in 1819 in St. Gallen, Switzerland and its headquarters are still located in the traditional Swiss textile city. The textile collections of Christian Fischbacher are distinguished by outstanding design and high quality, all created by the Fischbacher design studio in St. Gallen. These original designs are sourced worldwide from the best European and Asian weaving mills who will maintain the high standards set by Christian Fischbacher. These exclusive collections are created for a discerning international clientele and include a wide collection of decorative fabrics for upholstery, drapery, bedding, or wall covering.

About Zero Breast Cancer

Zero Breast Cancer was founded in 1995 as Marin Breast Cancer Watch by a group of concerned Marin County residents who wanted to know why so many of their friends were afflicted with breast cancer. Zero Breast Cancer is an established leader in conducting breast cancer research and has redefined the way community organizations can participate in scientific studies. With a commitment to look at potential environmental causes of breast cancer, Zero Breast Cancer has created a unique and effective approach to breast cancer research.

CALENDAR LISTING

DUXIANA San Rafael, luxury bedding retailer located at 901 A Street in San Rafael, is hosting a breast cancer benefit trunk show on January 27 from 4:00 pm to 7:30 pm. Admission is free, and 25% of linen sales from the event will be donated to Zero Breast Cancer in Marin, helping the fight against breast cancer in the community. Bed linens from world-renowned Swiss textile designer Christian Fischbacher will be on display along with DUX's latest innovation, the DUX 8888—the only bed in the world that offers adjustable lumbar support. For more information call DUXIANA San Rafael, 415-459-0365.



PRESS INFORMATION

DUXIANA SAN RAFAEL HOLDS LUXURY NIGHTS' BENEFIT TO HELP FIGHT BREAST CANCER IN MARIN (continued)

Contacts:

Ann Hill Communications
415-491-5901
ann@ahcommunications.com

Mark Wilson
DUXIANA San Rafael
415-459-0365
duxianasandra@gmail.com