



BUSINESS NEWS

For Immediate Release
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BRAZIL BAROQUE DEVELOPING DEALERSHIPS NATIONWIDE; CLOSING POPULAR SANTA BARBARA WAREHOUSE TO PUBLIC JANUARY 1, 2005

(Santa Barbara, CA) Brazil Baroque, a Santa Barbara based international company specializing in the manufacture and import of distinctive home furnishings from Brazil, will be closing its popular, factory-direct showroom to the public effective January 1, 2005, it was announced today. The location will continue to serve as the company's US headquarters and executive offices. Speaking from the company's 6,500 square foot warehouse at 436 East Gutierrez Street, Andrea Fonseca, Brazil Baroque's Rio-born owner and principal designer, explained, "The warehouse closure as a retail outlet is a direct result of rapid growth in the wholesale sector of our business. Increasing demands for large custom orders from designers and architects, as well as development of the dealerships being requested by retailers nationwide, have forced us to make this decision so we can give our wholesale business the full attention it requires."

According to Ms. Fonseca, Brazil Baroque furnishings are already carried by a number of authorized dealers, mostly in the Los Angeles area. More select retail locations are on the way, including in Santa Barbara.

The company will also be expanding its custom manufacturing services for architects and designers. Brazil Baroque's factories now employ over 200 artisans in southern Brazil, and hand build furniture from rare hardwood timbers reclaimed from abandoned 100-year-old colonial period buildings found throughout the

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Brazilian countryside. Ms. Fonseca proudly points out that the company's recycling efforts, though painstaking and time-consuming, are appreciated by clients. Besides saving trees, using antique woods also gives the furniture greater durability and its unique vintage feeling.

Closure of Brazil Baroque's Santa Barbara warehouse will afford the public one of the last remaining opportunities to acquire these unusual furnishings (which the company's website describes as "handcrafted and hand painted works of art") directly from the manufacturer at wholesale prices. Starting in December, there will be a clearance sale of samples from all the collections – from baroque to contemporary. "We want to thank everyone who believed in us and helped with our success," Ms. Fonseca says.

She readily admits some reluctance in closing the warehouse to retail traffic. "We will miss our Santa Barbara clients. Many of them have become friends," she says. "We are hoping that several days a year – maybe once or twice – we will be able to be open to the public for a special event."

If you've promised yourself a visit to this exotic home furnishings shop, now is the time. There are only a few weeks left to experience what some have called "a hidden cache of treasures."

Brazil Baroque is located at 436 East Gutierrez Street, at the corner of Olive and Gutierrez, across from Home Improvement Center. For more information, telephone (805) 962-8868 or visit online at www.brazilbaroque.com.