



Media Contacts:

TARA, Ink.

Tara Solomon
305.864.3434, ext 102
Kristina Lynch
305.864.3434, ext 153

Tara@TaraInk.com, Kristina@TaraInk.com

Brookstone

Judith Lurie
603.577.8166

JLurie@Brookstone.com

Brookstone®

FOR IMMEDIATE RELEASE:

**BROOKSTONE GIVES GIFT CARD HOLDERS FROM ANY OTHER
RETAILER 15% OFF**

Brookstone expands holiday selection and value with a one-time, 15 percent store discount to gift card holders from any other retailer.

MERRIMACK, NH, November 19, 2008 – Specialty retailer and product development company Brookstone this holiday season is delivering more choices and greater savings to customers by offering gift card holders from any other retailer a store discount of 15 percent.

This means any gift card for as little as \$5 or \$10 (or less) can be exchanged for a one-time, 15 percent Brookstone store discount toward a big-ticket dream purchase, such as a massage chair—effectively turning the customer’s modest gift card into a several hundred dollar discount. The offer will be valid for in-store purchases only. Brookstone gift cards and promotional gift cards are excluded from this offer.

That \$15 gift card collecting dust in a desk drawer gets new life, and added value, when it becomes a 15 percent discount on the iDesign® Tower Stereo—taking \$45 off the current \$299.95 retail price of Brookstone’s sleek sound system for iPod®.

And since this offer applies to the customer’s entire qualifying purchase, not just a single item, savvy shoppers can really stock up and save on holiday gifts—treating everyone on their list to digital photo albums, automatic wine openers, self-setting clocks and more—while treating themselves to 15 percent off the total.

“Brookstone recognizes that this year more than ever, holiday shoppers need to make every dollar count,” said Brookstone CEO Lou Mancini. “At Brookstone, we’re pleased to use our expansive store presence to offer our existing and new customers tremendous value as they shop for unique and high-quality gifts for friends and loved ones.”

“We also want to invite customers to visit our stores, enjoy the interactive and service-oriented shopping experience, and save an extra 15 percent off their entire purchase when they turn over their gift card from any other retailer,” Mancini said.

Here’s how Brookstone’s Gift Card Exchange works:

Beginning Monday, November 24, 2008, customers holding a valid gift card from any other

retailer can visit any Brookstone store and relinquish the plastic gift card to a Brookstone store associate. The gift card then becomes the sole property of Brookstone. Customers, in exchange for turning over their gift card to Brookstone, receive a one-time, 15 percent discount off their entire Brookstone store purchase. The customer must make the Brookstone purchase at the time of relinquishing the gift card. Brookstone is not honoring the value of the gift card, but instead is providing the 15 percent Brookstone store discount in exchange for receiving the gift card from the customer. Offer is valid for in-store purchases only. Offer is not valid on promotional or electronic gift cards. Offer excludes the purchase of Brookstone[®] gift cards, Bose[®], Sony[®], Panasonic[®], Celestron[®], Power Plate[®], Tom-Tom[®], Canon[®], and Tempur-Pedic[®] products. Offer is not valid on prior sales or repurchase of returned merchandise and cannot be combined with any other Brookstone promotion. Brookstone employees are not eligible for this offer. Other exclusions may apply. See store associate for details.

Customers can also receive additional details about Brookstone's Gift Card Exchange at Brookstone stores or online at www.Brookstone.com keyword 'Gift Card Swap.'

Brookstone, Inc. is an innovative product development and specialty lifestyle retail company that operates over 300 Brookstone Brand stores nationwide and in Puerto Rico. The total rises to over 400 with seasonal/holiday stores. Typically located in high-traffic regional shopping malls and airports, the stores feature unique and innovative consumer products. The Company also operates a Direct Marketing business that includes an e-commerce website at <http://www.Brookstone.com>.

###