

Brookstone ‘Tie Died’ campaign seeks to take dangerously obsolete Father’s Day gifts off the streets in exchange for 10 percent store discount

Promotion follows voluntary disbandment of necktie trade group

MERRIMACK, NH, June 5, 2008 – Recognizing that a zero-tie Father’s Day could finally be within reach, Brookstone today announced a campaign to give customers instant 10 percent savings for turning in a men’s necktie to any Brookstone store.

Beginning today and running until Father’s Day, June 15, Brookstone’s Tie-Died promotion will take 10 percent off an entire purchase for customers who bring a necktie to any one of the chain’s 318 stores nationwide.

Brookstone took the action one day after The Wall Street Journal reported that the trade group representing U.S. tie makers would shut down amid declining use of neckties by men in the workplace.

“People are finally getting the message that ties and Father’s Day don’t mix,” said Brookstone CEO Lou Mancini. “We hope that with our Tie-Died program we can eliminate the threat of ties as Father’s Day gifts once and for all and encourage people to buy something from Brookstone that dad truly wants and will enjoy.”

Brookstone today also released its top last-minute Fathers Day ideas, all of which underscore why the only use for a tie this Father’s Day is at a Brookstone store to receive a 10 percent discount.

iConvert Slide & Negative Scanner: The perfect Fathers day idea for dads who have a lot of old photos, Brookstone’s Slide and Negative Converter copies 35 mm images on slides and negatives to digital JPG files. Now dad can preserve his memories and edit, copy and share the photos with friends and family. \$129.95

Motorized Grill Brush: Brookstone’s grill cleaning brush features two brass bristles that rotate to strip away cooked-on food, grease and other grime quickly and effortlessly. The built-in stainless-steel scraper takes care of the extra-tough buildup. \$30

SportsCast Wireless Baseball Scoreboard: Let dad keep track of his favorite team, even if he can’t be near a TV, radio or computer. Brookstone’s SportsCast Wireless Baseball Forecaster provides updates every 15 minutes and every half-inning on standings, stats and game-time scores for all 30 MLB teams. \$99

WeatherCast Wireless 5-Day Weather Forecaster: Give dad the simplest way to get the weather with Brookstone’s wireless home weather station. This coaster-sized weather device uses a wireless signal from AccuWeather.com to track the current conditions and 5-Day forecast for 152 U.S. cities. Includes a self-setting clock. \$99

Anti-Snoring Sona Pillow: Give the gift of the sleep for the person who snores and anyone else under the same roof. Brookstone's Sona Pillow is clinically tested to stop snoring and treat mild sleep apnea. The snore pillow uses a patented design to encourage a comfortable side-sleeping position and promotes a restful night's sleep.

Customers can find these and other great gift ideas, but no ties, at all Brookstone stores nationwide and online at www.brookstone.com.

Brookstone's Tie-Died campaign runs June 5 to June 15, 2008. Customers can exchange a men's necktie for the 10 percent discount at any one of Brookstone's 318 stores nationwide and receive an instant 10 percent discount off their purchase. The offer is valid only at Brookstone stores. The 10 percent Tie-Died discount cannot be combined with any other special offer and is not valid for purchases of Tempur-Pedic, Power Plate, Sony, Bose or Panasonic products.

Brookstone, Inc. is an innovative product development and specialty lifestyle retail company that operates 318 Brookstone Brand stores nationwide and in Puerto Rico. 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>.

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