

## **Brookstone's Great Gift Giveaway**

Retailer Spreads Good Cheer and Rewards Shoppers Black Friday through Cyber Monday

Merrimack, NH, November 22, 2011— Product development company and specialty retailer, Brookstone is spreading tidings of comfort and joy this holiday weekend – 40 times over, to be specific.

Between Friday, November 25 and Monday, November 28, everyone who places an order via Brookstone.com will be automatically entered into the Great Gift Giveaway – a chance to get up to \$500 of their Brookstone order absolutely FREE. Ten winners will be selected randomly each day, with a total of 40 winners who will be reimbursed for their order. See additional eligibility information at <http://www.brookstone.com/great-gift-giveaway>.

"This program is a really fun way to celebrate the season, and we're looking forward to surprising 40 people with news that part of their holiday shopping will be on Brookstone," said Brookstone CEO Ron Boire.

Brookstone, Inc., is an innovative product development company and specialty retailer of unique gifts. Brookstone operates 300 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 the Brookstone catalog and an e-commerce Website at Brookstone.com. Order by phone any time at 800.846.3000. Fans of the Company are encouraged to Like Brookstone on [Facebook](#) or follow them on [Twitter](#).