



For Immediate Release

**The Gallagher Group increases BASELWORLD 2004
North American attendance by more than 22%**

New York, NY—The Gallagher Group, a New York based public relations and marketing organization specializing in lifestyle marketing and luxury goods, recently returned from BASELWORLD – the world’s largest watch and jewelry show held annually in Basel, Switzerland. The team, which serves as North American representatives for the show, generated a 22% increase in attendance for North Americans over 2003 attendance figures and a 16% increase over 2002 figures. For 2004, the team welcomed nearly 1,000 first-time registrants.

The show, which records close to 90,000 visitors annually, showcases high-end brands such as Cartier, Patek Phillipe, Ritmo Mvndo, Gucci, and David Yurman. This year, show management launched the newly renovated Hall of Universe, which welcomed back the Hong Kong delegation and country pavilions to the Basel exhibition space. Previously, these exhibitors were located in Zurich.

Michele Gallagher, founder and partner of The Gallagher Group, expressed her excitement at the significant increase in North Americans visiting this year’s show. “Our team has worked extremely hard at increasing awareness of the show and its offerings. It is so gratifying to see our work come to fruition as we evaluate the rise in this year’s attendance. It was also wonderful to see a strong contingent of press from North America attending the show, especially journalists from top publications like *WWD*, *W*, *Harper’s Bazaar*, *GQ*, and *Departures*.”

Trisha Gallagher Boisvert, a partner in the marketing firm, added, “The rise in the American delegation at Baselworld really speaks to the strength of the luxury market in the U.S. and how important global brands are becoming to Americans.”

The Gallagher Group has offices in Manhattan and Andover, Mass. The Manhattan office primarily services fashion and luxury goods companies and the Andover office provides consulting services in the financial services arena.

For more information about The Gallagher Group, please visit www.thegallaghergroup.net or contact Michele Gallagher at (212) 367-9054.

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