



Contact: Patricia s. Koziol, Executive Director
Email: pat.koziol@hma.hobby.org

FOR IMMEDIATE RELEASE

HMA GENERAL HOBBY COUNCIL UPDATES "VALUE OF GENERAL HOBBY PRODUCTS IN RETAIL HOBBY STORES"

OCTOBER 4, 2010. The General Hobby Division Council of the Hobby Manufacturers Association recently updated its survey on the ***Value of General Hobby Products in Retail Hobby Stores***. The objectives of this research project were:

1. To develop statistics which show the value of carrying products in the "general hobby" category in retail stores.
2. To suggest how much space should be allocated for general hobby products in hobby stores.
3. To develop a communication vehicle that will allow the General Hobby Division to update this information on a regular basis.

The survey was updated to capture additional participants from the HMA General Hobby membership. This survey will be discussed at the upcoming General Hobby Division Membership Meeting to be held at the iHobby Expo™ on October 23, 2010 at 12:00 PM. This is an open meeting and any retailer or HMA member may attend.

"Although many of the categories included in this survey can be found in "other" types of retail stores, the GH Council believes that a Retail Hobby Store offers more variety and a more knowledgeable staff to assist hobbyists in procuring the best products from this category of goods," stated Ed Rogala (Quest Aerospace) HMA General Hobby Division Council President. "The GH Council has developed this data for all HMA members and Retail Hobby Stores to assist them in recognizing the significance of this category for all members of the hobby trade."

For a copy of the survey, visit www.hmahobby.org or call the HMA office at 973-283-9088.

##