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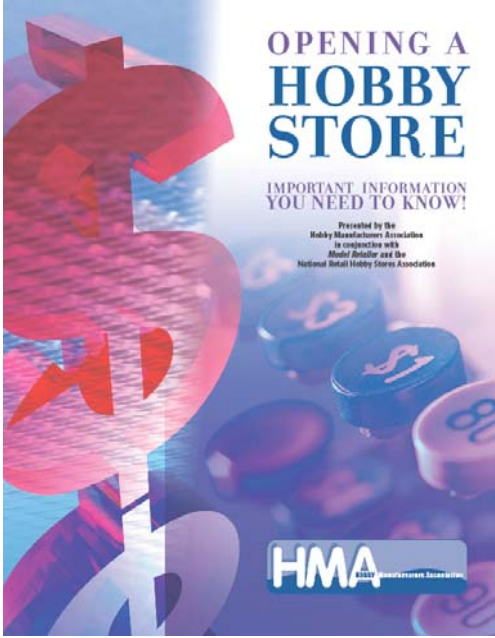
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**HMA MARKETING & PROMOTION COMMITTEE PUBLISHES
GUIDE TO OPENING A HOBBY STORE**

November 20, 2007. The Marketing & Promotion Committee of the Hobby Manufacturers Association has published a retail business guide entitled “Opening a Hobby Store...Important Information You Need to Know!” The guidebook, published in conjunction with the National Retail Hobby Stores Association, is available to current hobby retailers who wish to educate their employees and to prospective dealers who want to open a new hobby store.

“Success for a hobby retailer or any new entrepreneur opening a business involves a lot of hard work,” explained Frank Ritota, HMA President and former chair of the Marketing & Promotion Committee. “The committee and HMA Board wanted to provide a handbook resource to help retail business owners develop a business plan, choose a great store location, build inventory, customers, and sales,” added Ritota.

“Opening a Hobby Store” identifies key information for creating a business plan, how to manage a hobby store, sales and marketing tools, and useful tips for entering the hobby industry. The guidebook is available by request by calling the HMA office at 973-283-9088 or by going online to www.hmahobby.org.



OPENING A HOBBY STORE

IMPORTANT INFORMATION
YOU NEED TO KNOW!

Presented by the
Hobby Manufacturers Association
in conjunction with
Model Dealer and the
National Retail Hobby Stores Association

HMA
Hobby Manufacturers Association