

For Immediate Release
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NORTH POLE DECLARES ST. PETE ANNEX A SUCCESS; DECORATING ELVES WILL STAY HERE PERMANENTLY

*Six years of stellar results – including the annual holiday
lighting display at Ruth Eckerd Hall – clinched decision*

(St. Petersburg, FL, Sept. 10, 2009) – It's official. What began seven years ago as an experiment unheralded in North Pole history has been declared by CEO Mr. S. Claus a runaway success – Santa's Shop now has its first official branch outside the Arctic Circle, specializing in Christmas lighting and holiday decor around Tampa Bay.

After years of Christmas Eve stopovers in Tampa Bay, a group of artistic (and cold) elves realized they really liked it here.

“Who can blame them?” Mr. Claus said. “My Decorating Elves are the more laid-back, artistic ones. Every year when we came through Tampa Bay, I could tell it was getting more and more difficult for them to leave. Something about the weather and the scenery inspired them. I guess all that white at the North Pole is just too much. You know artistic types – they're sentimental, prone to Seasonal Affective Disorder – they need a lot of sunshine and blue skies, and we just don't get that at the North Pole.”

Mr. Claus first proposed the idea of a Southern annex seven years ago, when Chief Decorating Elf Nick Schriver was a student at The Ohio State University. The move to Tampa Bay didn't come all at once – the concept was road-tested at a midway point, Columbus, OH, in 2002. The initial results were promising and the annex relocated to St. Pete the following year.

Since then, the Decorating Elves have flourished, creating breathtaking holiday lighting landscapes for businesses and homes throughout Tampa Bay, including the stunning annual display at Clearwater's Ruth Eckerd Hall and many others thru out the Tampa bay area.

“I think the job we've done on Eckerd Hall the past few holiday seasons is what finally convinced the Big Guy to make it official,” said Chief Elf Schriver, who admits the first-name Nick leaves him open to joshing from the other elves. “Plus the fact that we've been able to make professional holiday lighting displays affordable for homeowners and businesses. Santa's very happy about that. That's the kind of guy he is. In fact, he's so happy, he's decided to franchise the idea to share the wealth – we'll announce more information on that shortly, but you can find out more now on our website.”

The Decorating Elves now offer LED lights that are energy efficient, and ecologically and economically friendly. Home outdoor holiday lighting projects typically start around \$600. Free consultations are available, and you can see examples of their work at www.decoratingelves.com.

“I knew from year one this was going to work out,” Mr. Claus said. “The Decorating Elves were so happy and excited. They were like kids on Christm... well, you get the idea. So I’m delighted to announce the move is permanent; the Decorating Elves North Pole Annex will remain in St. Pete forever. And of course, I’ll look forward to a little R and R there myself after the busy season passes.”

Given the success of the Annex, has Mr. Claus given any thought to relocating the rest of his North Pole operations to the Bay Area?

“I have to admit, it has crossed my mind. January and February get pretty bleak up there,” Mr. Claus said. “And I am a big Buccaneers fan. But the reindeer really can’t adapt to hot weather, and Mrs. Claus is just a freak for snowmobiling. So it looks like I’ll be up North for the foreseeable future... but you better believe I’ll be here to visit every chance I get.”

For more information on the North Pole’s Southern Annex and the Decorating Elves, go to www.decoratingelves.com or call (866) 455-6202.

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Decorating Elves is a Florida Business Local to the Tampa Bay Area. For artwork, more information, or to schedule an interview with Chief Elf Nick Schriver, call (866)455-6202, email sales@decoratingelves.com or visit www.DecoratingElves.com , www.HolidayLightingSolutions.com, or www.Tampabaylandscapelighting.com