

For Immediate Release

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Rare Vintage Art Captures New Year's Day Tradition

Pasadena Tournament of Roses® Limited-Edition Giclées

Highlighting Tournament's 115-Year History

To Be Offered by Claret Arts, With Framing Expertise from Larson-Juhl.

July 29, 2004 – (ATLANTA) Marking the first time the Pasadena Tournament of Roses® has opened its archive of historic artwork for reproductions; Claret Arts is exclusively presenting limited-edition giclées from the Pasadena Tournament of Roses® collection of official art, with framing expertise from Larson-Juhl. The prints - representations of one of America's most storied events – date from the 1890's and are from the compilation of event related art from the popular Rose Parade® and Rose Bowl Game® held each New Year's Day in Pasadena, California. Pasadena Tournament of Roses Vintage Images, Smartly Dressed in Larson-Juhl moulding will be unveiled and available for purchase at Artexpo Atlanta 2004, September 10-12 at the Georgia World Congress Center.

The Tournament of Roses Vintage Image giclées will be offered in limited edition runs of 695 per print, each authenticated with a letter from the Tournament of Roses, and debossed with the Tournament of Roses logo. And they will be exclusively framed in Larson-Juhl moulding.

“These images are a unique piece of Americana,” said Claret Arts Chairman, Will Katz. “The art is simply spectacular. It's rare to find quality examples of valuable American-produced art nouveau and art deco styles.”

The Tournament of Roses Vintage Images, Smartly Dressed in Larson-Juhl are a representation of more than a century of American culture. Since 1890, the nation has celebrated New Year's Day with the Rose Parade and Rose Bowl Game. The vintage reproductions are a celebration of the American tradition and a representation of the fine artistic evolution that has accompanied it.

Each of the 12 vintage images scheduled for release at Artexpo Atlanta 2004 are from the 1910's and 1920's, and will be offered framed in 18"x24" (\$795) and 30"x40" (\$1195).

Claret Arts and *Art Business News* Co-Sponsor Sweepstakes to 2005 Rose Parade and Rose Bowl Game

In conjunction with the introduction of the Tournament of Roses Vintage Images, Claret Arts and *Art Business News* - the industry's leading publication - are co-sponsoring a sweepstakes with the Grand Prize a trip for two to the 2005 Rose Parade and Rose Bowl Game. Contestants can register for the trip at various locations on the Artexpo Atlanta show floor, or by visiting www.ClaretArts.com/Roses.

Artexpo Atlanta opens its doors to consumers Saturday, September 11 from 10 a.m. to 6 p.m., and Sunday, September 12 from 11 a.m. to 5 p.m. Tickets for Artexpo Atlanta are available the day of the show at the Georgia World Congress Center ticket office. Adult tickets are \$10 a day; \$7 for seniors. Children under 12 are free. \$4 off coupons are available through local Atlanta luxury product retailers. □ □ □ □ □