

NEWS RELEASE

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Q GIFT SHOP TO CLOSE DAYTON RETAIL LOCATION

Q Gift Shop, a gay owned and operated gift and novelty shop that has been operating in Dayton, Ohio since 1996, will close its retail operations by the end of January 2011., "After 17 years of business, we just don't have the foot traffic to justify keeping the retail location open," owner Jim McCarthy said. "But our internet-based business will remain," McCarthy continued.

Q Gift Shop first opened as a gift shop for the LGBT community in September 1993, sub-letting a small space inside Jessie's City Café on North Ludlow Street in downtown Dayton. The original shop was tiny. Many modern homes boast walk-in closets that are bigger. The shop was open Wednesday through Sunday from 10 pm - 2:30 am. In very little time, the shop grew in popularity and relocated to larger location inside Jessie's. Business increased and so did the inventory. Before long, customers were asking for daytime hours and complaining about having to pay a cover charge to shop. But business continued to grow. In 1996, a second storefront location was opened on North Main Street in Dayton, with nearly eight times the space of the bar location. Eventually the storefront location grew to more than 3,300 square feet of retail and attracted customers from throughout the tri-state area; in addition to the satellite location inside the Celebrity Nightclub. The satellite location inside Celebrity closed in 2006 when the nightclub closed. Since that time, Q has maintained a presence in Dayton on North Main Street and at various pride festivals and community events in Ohio, Kentucky, and Indiana.

"It has been a terrific experience," said McCarthy. "While we have been very fortunate to expand to offer a larger variety of jewelry, candles, incense, unusual greeting cards, and gift items, we continued to carry all of the LGBT merchandise without any apologies. The LGBT community has always been our core business," McCarthy said.

But as the internet became faster and more widely used, the foot traffic in the retail store steadily declined, McCarthy said. "For the past year or so, and especially with the economic challenges that the country has

been facing, we've been doing everything we can to keep the retail store open. That just doesn't make good business sense anymore," he continued.

"We've had a website presence for the last eight years, and that business is still strong, so we've decided to focus our resources on that part of the business. Our shipping and handling charges are some of the least expensive on the web, especially for LGBT merchandise, so we're hoping to continue to be a shopping destination for the LGBT community through the internet." McCarthy said that he is exploring a way to offer discounted and expedited shipping for Dayton customers so that they can continue to shop with a local business.

The retail location on North Main Street in Dayton will remain open through the holiday season, with inventory clearance sales beginning in December. McCarthy said that he expects to close the retail location by mid-January, shifting the business to an internet and mail-order only operation with reduced selection, based out of a storage condominium. "There are some of our product lines that are very successful through the internet, and those will be continued. Other lines that are geared primarily for the retail location will be eliminated." Fixtures, slat wall and display cases will be for sale beginning in mid-January 2011.

"The LGBT community has been very good to us these past 17 years," McCarthy said. "We've met lots of interesting people and had a great deal of fun, and for that we are thankful." "And we hope that many of our customers will continue to buy from us through our website – www.qgiftsonline.com.