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FOUR NEW AND EXCITING SHOPS NOW OPEN AT NAVY PIER

Shopping fun happens here!

Chicago (July 18, 2007) - Navy Pier continues to offer something new and exciting to see or do every time you visit their multi-entertainment destination. Locals and tourists can always look forward to something new to experience and enjoy!

Navy Pier has added to its unique shopping experience the addition of four exciting new businesses. The new retailers - *Chicago Cookie Shop*, *Gotta Glitter*, *Life in the Windy City* and *Tee-Zeria* - offer visitors even more to enjoy during their trip to the Pier.

At the *Chicago Cookie Shop*, stop and savor the variety of delicious gourmet cookies as well as Kim & Scott's Gourmet Pretzels. Pick and choose from a variety of cookie jars and tins to purchase, which can serve as a souvenir to commemorate your trip to Navy Pier.

Navy Pier is putting on the glitz with the addition of *Gotta Glitter* which adds a little sparkle to anyone's day! Children and adults together will enjoy hands-on fun by making their own glitter-designed pens, pencils, bracelets and headbands. *Gotta Glitter* is a unique gift idea or birthday activity for kids! Visitors can purchase pre-packaged kits and pre-made pens, pencils, bracelets and headbands.

The popular "Life is good" apparel arrived at Navy Pier at *Life in the Windy City*, the perfect place to purchase Chicago-themed gifts. Weather in the Windy city makes it hard to judge what to wear but *Life in the Windy City* at Navy Pier offers a wide variety of clothing and merchandise including t-shirts, hats, hooded sweatshirts, jackets, outerwear, flip flops, and umbrellas, enough to keep anyone prepared for all Chicago weather.

At *Tee-Zeria*, visitors can order any special topping on their personalized tee. Just like ordering from the Pizzeria, once their Tee-Zeria order is placed on the iron-on transfer it is popped into a pizza box served and ready to wear. *Tee-Zeria* uses iron-on transfers to create unique designs for a wide variety of merchandise. Visitors can find dozens of different designs to express themselves in a unique way, ranging from funny sayings and band logos to characters from classic movies and television shows.

These new retailers add even more variety to the more than fifty retailers at Navy Pier. For more information, please visit the Navy Pier website at www.navy pier.com.

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