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## **Bartell Drugs unveils dramatic new look at the recently renovated Roosevelt Square store**

SEATTLE--Shoppers can now experience Bartell Drugs' dramatic "next generation" store in Seattle's Roosevelt neighborhood with more product offerings, bright new displays, décor accents and other improvements designed to enhance the total shopping experience.

Located in Roosevelt Square at the corner of NE 65<sup>th</sup> Street and Roosevelt, the newly-renovated store reveals a striking interior concept with five new product areas spotlighted through the use of attractive lighting, signage and furnishings. They include the inviting new "Fresh Beauty" cosmetics section and "Urban Market," "Sweets & Snacks," "Wellness Courtyard" and "Creative Print Studio" sections.

"We're excited and proud to introduce this new look at Roosevelt Square," said George D. Bartell, Chairman and CEO of the 58-store, Seattle-based chain. "It's an entirely new floor plan designed to enhance the total shopping experience. We'll be monitoring it closely in our on-going effort to better serve our customers."

Bartell's developed the new store concept in conjunction with the Bellevue-based Hartman Group, a nationally-recognized consumer consulting firm focusing on the research, development and execution of consumer-focused concepts for retailers and other categories.

"Bartell's engages its customers at the neighborhood level, and offers a variety of locally-produced products that national chains can't match," said Mark Jacobson, Creative Director at InVerse, the Hartman Group's retail design division. "This concept is a result of our close collaboration with Bartell's and reflects their core values, including a dedication to customer service while offering a large selection of products."

The tasteful new "Fresh Beauty" cosmetics section, which includes natural and organic product lines, is showcased with soft lighting and signage coupled with new seating and counters for sampling of products. The "Urban Market" section highlights unique and locally-produced products, including Washington State wines, an assortment of teas and coffees, and other products. Adjacent to the full-service pharmacy, the "Wellness Courtyard" features vitamins, supplements and healthy beverages. Bartell's unparalleled "Sweets & Snacks" area is highlighted with new displays and lighting.

The Roosevelt store features Bartell's "Creative Print Studio" with its new

KODAK Adaptive Picture Exchange (APEX), providing same-day service for prints and enlargements, double-sided photo books, calendars, customized greeting cards and other products. Customers can access their images directly from the kiosk from online sharing sites such as FACEBOOK, the KODAK Gallery, and GOOGLE PICASA Web Albums to create and print premium photo products and KODAK Picture Movie DVDs.

For more information on Bartell Drugs, visit [www.bartelldrugs.com](http://www.bartelldrugs.com).

Founded in Seattle in 1890, Bartell Drugs owns stores in King, Snohomish and Pierce counties. Family-owned and operated, it is the nation's oldest drugstore chain.

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