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A 20-YEAR JOURNEY FROM SAN FRANCISCO TO BROOKLYN

Still on Trend after All These Years

BERKELEY, CA—March 2, 2011— Tradition dictates that the best way to celebrate a 20th anniversary is by giving china. But who wants that? And besides, we're not talking about a married couple here; we're talking about one of the nation's fastest growing recycled women's and men's clothing stores: Crossroads Trading Company.

The stores carry popular name brands like Banana Republic, J Brand and Marc Jacobs, so shoppers have plenty of reasons to celebrate. And with 2010 sales up 10% to \$30 million, Crossroads' founders Jerry Block (PhD in Sociology/Education, UC Berkeley) and Chip Gerken (MBA, Harvard University) have reason to celebrate their 20 fashionable years in business together. They opened their first store on Fillmore Street in San Francisco in 1991, and now they're set to open their newest store this spring in Brooklyn, New York.

Crossroads Trading Company is a Bay Area-based retailer with corporate headquarters in Berkeley and a flagship store in Oakland's Rockridge neighborhood. The company's 26 stores span the West Coast from Seattle to Los Angeles and in the Midwest in Chicago and Evanston. Their stores offer shoppers the ability to sell their gently used clothing for on-the-spot cash or store credit. Shoppers can then "trade" their store credit for high-quality fashionable clothing sold at a fraction of its original retail price.

So what's the best way to celebrate 20 years? By shopping coast to coast, of course!

Company Facebook Page: www.facebook.com/crossroadstrading

Company Blog: www.crossroadstrading.wordpress.com

Company Twitter Profile: www.twitter.com/crossroadsstyle

About Crossroads Trading Company

Crossroads Trading Company has been buying, selling and trading clothing in a friendly, fun and fashionable atmosphere since 1991. The winner of 80 "Best-Of" awards, the company is recognized for the high quality of recycled merchandise it sells. Its 26 retail locations span the San Francisco Bay Area, Los Angeles, Portland, Seattle, Chicago, and soon in New York.

For more information about Crossroads Trading Co., visit www.crossroadstrading.com.

Photos available upon request.

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