



AMERICA'S 400TH ANNIVERSARY

The Journey That Changed the World

400TH ANNIVERSARY PLANNERS INTRODUCE LINE OF OFFICIAL COMMEMORATIVE MERCHANDISE

Sales of 'America's 400th Anniversary' Items to Benefit Education Initiatives

WILLIAMSBURG, Va. – The planners of America's 400th Anniversary, Jamestown 2007, have introduced a new line of branded merchandise to commemorate the founding of Jamestown. Commemorative merchandise is available for purchase online at "America's Anniversary Store," found at www.Americas400thAnniversary.com. The line will soon be rolled out to retail outlets, including selected visitor information centers throughout the state.

Official merchandise of America's 400th Anniversary currently ranges from logo apparel items such as vintage print T-shirts, sweatshirts, dress and denim shirts to hats and wind jackets. Other ways to sport the commemoration logo include tote bags and portfolios, as well as a signature lapel pin.

Proceeds from sales of America's 400th Anniversary products support the educational and awareness initiatives of Jamestown 2007, Jamestown-Yorktown Foundation, APVA Preservation Virginia and National Park Service.

"Our approach to the line is to offer items that are high-quality and functional, yet also distinctive," said Linda L. Stanier, Jamestown 2007 manager of special events and promotions for America's 400th Anniversary. "We look forward to continuously expanding our product line with items that are appealing to consumers and retailers, such as jewelry, holiday items and collectibles."

The merchandising program is specially designed to offer partnership opportunities to Virginia localities that are part of the Virginia 2007 Community Program. Official Virginia 2007 Communities are able to order merchandise from the line at wholesale cost for their own fundraising efforts as well as for their volunteers, and can also customize apparel or other items by adding their own logos. More than 130 communities throughout the state currently participate in the program.

Jamestown 2007, a sub-agency of the Jamestown-Yorktown Foundation, is coordinating efforts to commemorate the 400th anniversary of Jamestown, the first permanent English settlement in the Americas. Jamestown is also the site of the nation's first representative government, free enterprise and multi-cultural society. State, national, and international commemorative events to salute these legacies begin in May 2006 and continue into 2008. Major corporate sponsors of America's 400th Anniversary include Norfolk Southern Corporation (NYSE: NSC) and Colonial Williamsburg. More information about the commemoration is available at www.Americas400thAnniversary.com.

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