

NEWS RELEASE

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Jackalope Hops to 4th New Mexico location

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Albuquerque, NM -- Jackalope International celebrates 31 years with the opening of its fourth New Mexico Jackalope store at 615 Rio Grande Boulevard NW in Albuquerque, New Mexico.

The new store, located in Old Town Albuquerque opened in late July with an eclectic collection of pottery, gifts and folk art, similar to other Jackalope locations and yet distinct in its own personality. Rand Rensvold, President says, "Jackalope presents true retail destination shopping, offering the customer an experience that cannot be felt at any other retail establishment."

The stores tout "a world of curiosities" as well as local folk art and crafts. The carnival, old world market presentation captures consumers with something for every budget, causing the Jackalope model to surpass expectations.

Jackalope International, founded in 1976, experienced a composite growth rate of more than 25% over the 2004 – 2006 period, ranking it 12th in a recent compilation of New Mexico's Fastest Growing Companies. Fast-Trackers recognizes New Mexico's private companies, ranking them by employee and double-weighted revenue growth percentages. It is produced by New Mexico Business Weekly, an American City Business Journals property.

The Jackalope store, named for the mythical species of antlered rabbits rumored to inhabit the western United States, first opened its doors for business in 1976 in Santa Fe, New Mexico. Charles "Darby" McQuade, self-made entrepreneur, first "set up shop" in the back of his truck near the historic Santa Fe Plaza. Today, Jackalope has five locations including Old Town and San Mateo in Albuquerque, Bernalillo, Santa Fe and North Hollywood, California. Additional locations are being sought throughout the West.

For more information, log onto www.jackalope.com.

NOTE: High resolution photos available. #7505, 7538, 7517, 7532

Keywords: Jackalope, Darby McQuade, Rand Rensvold, pottery, rugs, furniture, folk art, retail destination shopping, gifts, gardening, Albuquerque, Santa Fe, Old Town.

Categories: Art & Entertainment, Business: Entrepreneurs, Consumer, Consumer: Gifts and Collectables, Home & Family: Landscaping/Gardening, Home & Family: Home Furnishings/Interiors, Lifestyle-Pastimes, Lifestyle: Travel & Tourism, Miscellaneous, Small Business