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BEST MATTRESS STORE**Winner: The Sleep Center Superstore, Pensacola**850 Creighton Road,
Pensacola, FL 32504
(850) 477-1400

www.sleepcentersuperstores.com

This business was voted the best because: The Sleep Center has been serving the Pensacola area with its unique blend of luxurious mattresses at value prices since 1995, making it the oldest and largest mattress superstore in the region. The owners of the store, Thane Taylor and Jamie Whiteside, take great pride in winning the Best of the Bay award, and treat customers the way they would want to be treated. That is part of the reason for The Sleep Center's success. So when you are looking for the "Best place to buy a bed," visit The Sleep Center and leave the rest to them.

Finalists: Mattress Outlet, Mattress Depot**BEST MEN'S CLOTHING STORE****Winner: Don Alans**401 S. Palafox Place,
Pensacola, FL 32502
(850) 439-1762

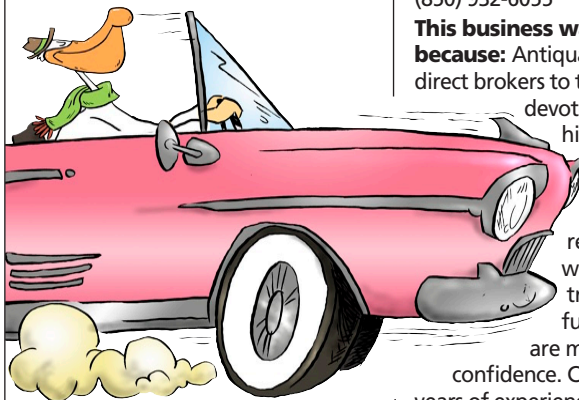
This business was voted the best because: If your man doesn't know the difference between "casual" or "black tie," send him to Don Alans. Owner Don Alan Work, who believes it's better to be overdressed than underdressed, started Don Alans, an upscale men's store in downtown Pensacola in 2001. The store is full of colorful, interesting clothes for fun-loving, sophisticated men.

Finalists: Dillard's, Jos. A. Bank**BEST NEW CAR DEALER****Winner: Pete Moore Chevrolet-Mitsubishi-Volkswagen**Not In Car City: 103 and
106 New Warrington Road,
Pensacola, FL 32506
Chevrolet: (850) 456-7000;
Imports: (850) 457-1000

PeteMoore.com

This business was voted the best because: The Pete Moore Automotive Team is locally owned and operated since 1981 and stocks 1,000-plus new and pre-owned vehicles, features award-winning service departments, an extensive parts and tire inventory and an on-site collision center. Many of The Pete

Moore Automotive Team members have been on hand for 20-plus years, and many of their thousands of satisfied customers have been with them just as long, with many families that are third- or even fourth-generation customers. Pete Moore also supports local schools and charities, including the Santa Rosa Kids House, Covenant Hospice, ARC Gateway, Miracle League of Pensacola, Driver's Education Vehicles and the Pete Moore Safe Shores Program.

Finalists: Sandy Sansing, Vince Whibbs**BEST PET CARE & SUPPLIES****Winner: PetSmart**6251 N. Davis Hwy.,
Pensacola, FL 32504
(850) 476-7375

www.petsmart.com

This business was voted the best because: PetSmart, Inc. (PETM) is the largest specialty retailer of services and solutions for the lifetime needs of pets. PetSmart has more than 1,187 pet stores in the United States, Canada and Puerto Rico, more than 172 in-store PetsHotels dog and cat boarding facilities and Doggie Day Camps, and is a leading online provider of pet supplies and pet care information. PetSmart provides a broad range of competitively priced pet food and pet supplies, and offers complete pet training and pet adoption services.

Finalists: Pet Supermarket, Petland**BEST PHOTOGRAPHY STORE****Winner: Pensacola Photo Supply**410 E. Wright St., Pensacola, FL 32501
(850) 433-1903

http://pensacolaphotosupply.com/

This business was voted the best because: Pensacola Photo Supply has been serving Pensacola since 1953. They have everything you

need in photographic equipment ... cameras, lenses, lighting, accessories, tripods and film. The staff of experts can help you find just what you're looking for.

Finalists: Rob's Camera, Patsy Brown Photography**BEST PLACE TO BUY / SELL GOLD****Winner: Antiquarian Traders**260 Gulf Breeze Parkway,
Gulf Breeze, FL 32561
(850) 932-6055

This business was voted the best because: Antiquarian Traders are direct brokers to the refinery and are

devoted to paying the highest possible price for your gold, silver and platinum in a safe and secure retail store setting, where you will be treated respectfully and transactions are made in complete confidence. Clayton Coker's 31

years of experience has made him a reliable resource when it comes to evaluating, pricing and purchasing your family heirlooms. Antiquarian Traders is a full-service jewelry store and capable of offering you a premium for your gold, silver and platinum as well as your antiques, collectibles and heirloom jewelry. They offer personalized service, a friendly helpful staff and place a priority on customer satisfaction. If you could use some extra money or just want to liquidate your unused items, stop by Antiquarian Traders or make an appointment for a house call. They can also meet you at your bank box.

Finalists: Emerald Coast Coins, Jeweler's Trade**BEST SHOE STORE****Winner: Shoe Station**6619 N. Davis Highway,
Pensacola, FL 32504
(850) 474-9311

This business was voted the best because: If you love to shop for shoes, the floor-to-ceiling selection at Shoe Station is outstanding — something for every one, every taste and

every size. The store offers frequent sales, so you can be sure to find the best fit for your budget, too.

Finalists: Pumps, Aldo**BEST SHOPPING CENTER****Winner: Cordova Mall**5100 N. Ninth Ave.,
Pensacola, FL 32504
(850) 477-7562

This business was voted the best because: Cordova Mall is Pensacola's premier shopping center, bringing the hottest national and local retailers to this market. Choose your Cordova Mall experience — shopping for the latest fashions with the girls, dinner with friends, an afternoon with the children, a special event or an electronic excursion with the boys. It's all waiting for you at Cordova Mall.

Finalists: Target, Destin Commons**BEST SURF SHOP****Winner: Innerlight Surf & Skate**3900 Gulf Shores Pkwy., Gulf Shores,
AL 36542, (251) 948-4222
6307 N. Ninth Ave., Pensacola, FL
32504, (850) 434-6743203 Gulf Breeze Pkwy., Gulf Breeze,
FL 32561, (850) 932-5134
862-A Hwy. 98 East, Destin, FL
32541, (850) 650-5509

www.innerlightsurf.com

This business was voted the best because: Innerlight Surf & Skate Shop is locally owned and operated

and has been serving the Gulf Coast since 1969. They specialize

in surfboards, stand-up paddle boards, skateboards and skimboards.

They also carry a wide selection of men's, women's, and children's clothing, footwear, sunglasses and accessories.

Finalists: Waterboyz**BEST TATTOO / BODY PIERCING****Winner: Hula Moon Tattoo**473 N. Pace Blvd.,
Pensacola, FL 32505
(850) 470-0454

www.facebook.com

hulamoonattoo

www.famousgabe.com

www.lovelylo.com

This business was voted the best because: Famous Gabe and the folks at Hula Moon are not only friendly, talented and have a great sense of humor ... they say they are very good looking, too. Hula Moon Tattoo was created with a single goal in mind that tattooing, not greed, would be the ultimate goal.

Finalists: Kaoz, Inkspot Tattoo Studio**BEST USED CAR DEALER****Winner: Ted Ciano's Car, Truck and SUV Center**5970 Pensacola Blvd.,
Pensacola, FL 32505
(850) 505-0567

tedciano.com

This business was voted the best because: Ted Ciano's Car, Truck and SUV Center has a 43-year reputation of providing only the best quality vehicles at the best possible price. Customers enjoy a no-pressure sales approach, and Ted Ciano's strives to make car buying a pleasant experience and easy for customers. A Ciano Certified warranty is provided with each vehicle sold. The general manager attends auctions throughout the Southeast each week, hand picking only the best available pre-owned vehicles.

Finalists: Frontier Motors, Bill Haven**BEST WINE SHOP****Winner: Aragon Wine Market**27 S. Ninth Ave.,
Pensacola, FL 32502
(850) 433-9463

www.aragonwinemarket.com

This business was voted the best because:

At Aragon Wine Market, they try very hard to keep customers happy. By getting to personally know their customers, and their likes and dislikes, they are able to anticipate what customers might like to try. They truly enjoy helping people find the wine that fits their needs.

Finalists: Richey's, Wine World

Readers' Choice Winners 2010



BEST SHOPPING:

BEST NEW CAR DEALER:

Winner: Sandy Sansing Dealerships

6200 Pensacola Blvd.,
Pensacola, FL 32505
(850) 476-2480

See SandySansing.com for more locations

What is special about your business?: Customer satisfaction is the No. 1 priority of the Sandy Sansing Dealerships. We work hard to earn and keep our customers' business from generation to generation. Our customers choose from a selection of over 1,200 new or used vehicles, and our friendly sales staff makes sure that their purchase is a pleasurable and satisfying experience. The Sandy Sansing Dealerships are locally owned. The Pensacola community is important to Sandy Sansing. He grew up in Pensacola and raised his family here. Every year, the Sandy Sansing Dealerships sponsor more than 55 youth baseball teams in Escambia and Santa Rosa counties and are a major contributor to Communities Caring at Christmas and Cram the Van fundraising events. The dealerships also partner in education with two local schools, sponsor an annual middle and high school spelling bee and make contributions to numerous local charities.

BEST USED CAR DEALER:

Winner: Ted Ciano's Car, Truck and SUV Center

5970 Pensacola Blvd.,
Pensacola, FL 32505
(850) 505-0567

www.tedciano.com

What is special about your business?: 42 years serving Northwest Florida and South Alabama. We build relationships for life, one customer at a time. We are family owned and operated. Each and every car, truck or SUV is handpicked by a family member who attends out-of-town car auctions almost every week and buys only the best pre-owned vehicles. We maintain an intelligent, gimmick-free, zero-pressure sales approach. We stand behind every

vehicle we sell. People in the community know our reputation as a very reliable source of transportation. We have an incredible customer satisfaction index of 99.6 percent. Mr. C would be so proud that our customers have voted us the No. 1 pre-owned auto dealer in our area, and we sincerely thank you.

BEST JEWELRY STORE:

Winner: Bere' Jewelers

4421 Bayou Blvd.,
Pensacola, FL 32503, 477-6818
209 Gulf Breeze Pkwy.,
Gulf Breeze, FL 32561, 934-2688
www.berejewelers.com

What is special about your business?: For over 25 years, Bere' Jewelers has been one of the most trusted names in jewelry in the Northwest Florida region. We are a well-established AGS American Gem Society jewelry store that has grown with our community from a small store to a multiple-brand jewelry retailer. Bere' Jewelers is



committed to make every customer "feel at home" with our personalized service and our classic cutting-edge jewelry designs.

We pride ourselves in providing quality jewelry that everyone can afford. Our years of experience and services have built a legacy of integrity and trust with our customers. At Bere' Jewelers, we love what we do every day, and we believe our customers can sense that excitement when they visit our store. We greet our friends with a smile, and look forward to helping them celebrate their special moments every day. We want to thank all of our friends for voting Bere' Jewelers "The Best Jeweler" in Pensacola, and we vow to continue to earn your trust.

BEST FLORIST:

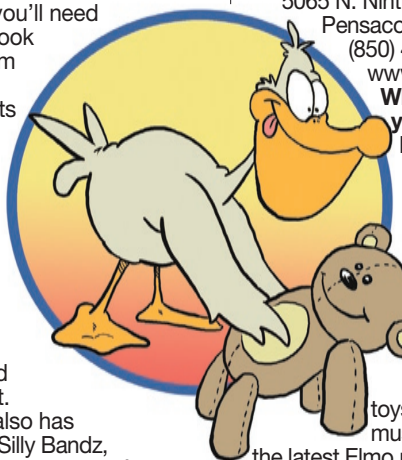
Winner: Celebrations

717 N. 12th Ave.,
Pensacola, FL 32501
(850) 433-2022

www.celebrationstheflorist.com

What is special about your business?: At Celebrations, you won't find any cookie-cutter arrangements, that's because everything we create is individually made by an experienced floral designer. For all of your sympathy needs Celebrations offers exceptional quality and beauty. Stop in to meet with one of our floral designers or call to place an order. We are a full-service florist available to handle all

of your floral needs. After 20 years of executing flawless wedding and event flowers, we understand exactly what you'll need to create the look you want. From breathtaking bridal bouquets to amazing centerpieces, Celebrations is the florist of choice for brides who wish to transform event spaces throughout Pensacola and the Gulf Coast. Celebrations also has Vera Bradley, Silly Bandz, jewelry, home and beach décor, and children's clothing.



BEST LADIES' CLOTHING STORE:

Winner: Scout

404 E. Wright St.,
Pensacola, FL 32501
(850) 607-7105

What is special about your business?: Visit Scout for a New York boutique experience in downtown Pensacola. We specialize in high-end clothing, handbags, accessories and cosmetics. The designers include: Helmut Lang, Joie, Tory Burch, Theory, Paul & Joe Sister, Vince, Diane Von Furstenberg, Milly, Robert Rodriguez and more. Handbag designers include Tory Burch. We carry shoes by Tory Burch and Diane Von Furstenberg.

BEST MEN'S CLOTHING STORE:

Winner: Dillard's

5100 N. Ninth Ave.
Pensacola, FL 32504
(850) 476-3011

www.dillards.com

What is special about your business?: Dillard's in Pensacola has one of the largest selections of name brand merchandise and exclusive label merchandise in the latest fashion trends. The men's section offers a variety of brands, sizes and styles. Brands include Calvin Klein, Addidas, Polo Ralph Lauren, Levi, Lacoste, and Costa del Mar. Dillard's also offers a big and tall section as well as a young men's section. The men's department sells fragrances, watches, skin care, swimwear, and other accessories. It is easily attainable to find something for every man in this store.

BEST KID'S STORE:

Winner: Toys R Us

5065 N. Ninth Ave.,
Pensacola, FL 32504
(850) 479-3776

www.toysrus.com

What is special about your business?: Toys R Us is known as the toy authority for generations of parents and kids alike. Because there's no better place to introduce new playthings, Toys R Us is generally first-to-market on all of the hottest toys. Whether it's the must-have new doll or the latest Elmo phenomenon, no one can showcase or build toy brands like Toys R Us. From board games and video games to action figures or a child's first LEGO® set, Toys R Us offers a broad selection of products for children of all ages at prices parents appreciate. Toys R Us has a strong commitment to selling products that provide a learning experience through play.

BEST HOBBY / CRAFT STORE:

Winner: Hobby Lobby

6235 N. Davis Hwy.,
Pensacola, FL 32504
(850) 478-4200

www.hobbylobby.com

What is special about your business?: With over 50,000 products in 13 departments, Hobby Lobby is the place to shop for super selection and savings every day. Personalize your world with our crafting supplies, home accents, custom frames and more. We offer the widest variety of crafting supplies you will find in one location with new merchandise arriving all the time. Whether you need the perfect way to preserve your memories or decorate for the coming season, visit your nearest Hobby Lobby location for great crafts, home decor and gift ideas.



BEST FURNITURE STORE:

Winner: Rooms To Go

5900 N. Davis Hwy.,
Pensacola, FL 32503
(850) 476-1000

www.roomstogo.com

What is special about your business?: As the leading furniture company in America, local customers have enjoyed the entire Rooms To Go's package and a more convenient, enjoyable and affordable way to shop furniture. Every day, customers discover exclusive, stylish, quality furniture they can afford. Just like your favorite clothing store, we're constantly updating our inventory, offering the latest looks in home furniture fashions at great prices. Our fast and easy furniture delivery is realized through state-of-the-art Rooms To Go distribution centers, housing hundreds of thousands of furniture pieces ready for delivery today. Rooms To Go offers a variety of furniture for living room, bedroom, and dining room as well as mattresses for bedroom furniture. Walk into our bright, stylish and friendly furniture showrooms, and discover the ease of one-stop decorating.

BEST INTERIOR DESIGN STORE:

Winner: duh for Garden and Home

501 N. Ninth Ave.,
Pensacola, FL 32501
(850) 439-0640

<http://duhpensacola.com>

What is special about your business?: How many shops do you enter and think to yourself, "I could just move in here." At duh for Garden and Home, the staff hears that all the time. Owners Jim Rigsbee and Quinn Stinson scour world markets to identify design trends and find unique pieces to create the inviting atmosphere. From upholstered furniture and European linens to vintage artwork, antiques and more, duh offers customers a wide variety of home furnishing lines as well as one-of-a-kind objects. Be sure to check out the new Bridal Registry Room. Now in its 10th year, duh continues to grow both in square footage and reputation. Customers come from throughout the Southeast and beyond to shop in the expansive retail space that includes three buildings and a warehouse. Southern Living told its readers not to miss the duh semi-annual tent sale, held each July and December. (Hint: the next one is July 1-3!)