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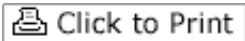
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## WIRED Magazine opens a pop-up store

NOVEMBER 02, 2005 -- WIRED Magazine has opened its first-ever retail store--a pop-up store in SoHo. The store, located at 160 Wooster in New York, will be open from Nov. 18 to Dec. 24. "Make holiday shopping for the WIRED ones in your life easy, convenient & fun. For gifts, gadgets, games and good times plug into the WIRED store in SoHo," WIRED's Web site proclaims. The store will also host special events, including free coffee days and a Thursday night D.J. series.

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