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## The Friendship Gift Bag™ Company LLC Renamed to **Simply Re-Gift It™ LLC**

*Firm's WEB INTERACTIVE, patented Friendship Gift Bags become premiere division of Simply Re-Gift It LLC.*

**Wantagh, NY** – What's in a name? A great deal - when you want to ensure that your firm's moniker quickly and clearly explains the mission-driven concept behind your product. Jennifer Paretta, founder and president of the newly-christened Simply Re-Gift It LLC, explains: "We decided that the name Simply Re-Gift It more clearly expresses our mission of creating go-green items that are Re-GIFTABLE and RE-USABLE. Plus, the new name will allow us to offer a broader selection of product categories in the future."

Simply Re-Gift It's eco-friendly, patented Friendship Gift Bags created a resounding industry buzz when they were introduced at May's National Stationery Show. Friendship Gift Bags are easy to use, encourage the growth of a greener society and offer tons of gift-giving fun. Paretta explains the concept: "Our patented gift bags are web interactive products that integrate interactive media with traditional stationery products. They are designed to promote creativity and track the gift-giving journey with internet security and safety."

To date, Simply Re-Gift It has introduced a five-piece collection of Friendship Gift Bags. Showcasing artwork by Liane Designs, Ltd., the suggested retail price for each 10" x 13" x 5" heavyweight durable gift bag is \$8. In the near future, Simply Re-Gift It will introduce gift bag styles for children and adults. Items will showcase wine, seasonal, wedding and family tree motifs, and will be available in a variety of sizes.

Simply Re-Gift It LLC will be exhibiting at New York's International Gift Fair from August 17-20, 2008, at the Metropolitan Pavilion, Booth #9807.

Contact [www.simplyregiftit.com](http://www.simplyregiftit.com) or 888.RE-GIFT.3 for orders, customer service and additional information about Simply Re-Gift It.

**Company Name:** **Simply Re-Gift It LLC**  
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