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Simply Re-Gift It™ LLC Addresses Growing Demand for Go-Green Social Expressions

Firm's trend forward, RE-USABLE Friendship Gift Bags™ help consumers make fun connections while reducing their environmental footprint.

Wantagh, NY – More and more buyers at the wholesale *and* retail level are searching for social expression products to help them achieve a very personal environmental goal. "We find that our customers want to participate in green initiatives that seamlessly combine earth friendliness with stationery-themed gift items that are fun, innovative, interactive and stylish," says Jennifer Paretta, founder and president of Simply Re-Gift It LLC, makers of eco-friendly, patent-pending Friendship Gift Bags.

According to Paretta, Simply Re-Gift It has a similar mission: to promote environmentally-friendly concepts and behaviors to people of all ages while instilling key life values like friendship, sharing, personal responsibility and respect.

Fun, Simple-To-Use Friendship Gift Bags

Friendship Gift Bags are an ideal fit for individual and corporate missions, Paretta adds. The firm's Re-GIFTABLE and RE-USABLE gift bags cleverly integrate interactive media with traditional stationery products. • First, a friend receives a gift wrapped inside the Friendship Gift Bag. • Then, the gift receiver and his or her participating friends - for whom Simply Re-Gift It has coined the term "FRUSERS" - use a UNIQUE registration number to register the bag on a safe and secure web site, track their shared journey and play games. • Finally, when the journey is complete, the last participating friend returns the completed Friendship Gift Bag. Then, all friends have the

option to purchase customized keepsake items at the SimplyReGiftIt.com website based on the unique designs they have created on their gift bag.

Generating Notice-Me Buzz

Simply Re-Gift It's Friendship Gift Bags created a resounding industry buzz when they were introduced at May's National Stationery Show and August's New York International Gift Fair. To date, the firm has introduced a five-piece collection of trend savvy Friendship Gift Bags showcasing artwork by Liane Designs, Ltd. that includes: *Camo Bag*, *Graffiti Bag*, *Party Bag*, *Peace Bag* and *Sports Bag*. The gift bags are sold in gift and stationery stores in 20 U.S. states, and in Canada and Bermuda. Suggested retail price for each 10" x 13" x 5" heavyweight durable Friendship Gift Bag is \$8.

Orca Communications recently named Simply Re-Gift It to its "Best Product Media Guide" and will provide the firm with a free, three-month public relations contract. Based in Phoenix, Orca Communications (orcacommunications.com) is America's PR firm for inventors and entrepreneurs.

The Future's in the Bag

In the near future, Simply Re-Gift It - a certified woman-owned business - will introduce additional gift bag styles for children and adults. Items will feature wine, seasonal, wedding and family tree motifs, and will be available in a variety of sizes.

In addition, Simply Re-Gift It has the ability to create customized orders of Friendship Gift Bags for larger accounts in a variety of designs and sizes.

A Focus on Fundraising

Paretta also uses her Friendship Gift Bags for a variety of special fundraisers for community centers, sports groups and PTAs. After working with Long Island (NY) PTAs in 2007, she has expanded her fundraising efforts to encompass PTAs throughout New York State this year. Future fundraising campaigns will target additional states.

Contact www.SimplyReGiftIt.com or 888.RE-GIFT.3 for orders, customer service and additional information about Simply Re-Gift It.

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