



Date: January 7, 2009  
FOR IMMEDIATE RELEASE

### **Atlanta-Based Designer Expands Popular Handbag Line to National Stage**

**ATLANTA, Georgia – January 7, 2009 – *cinda b* ([www.cindab.com](http://www.cindab.com))** founder and creator, Cinda Boomershine, announced today the expansion of the ***cinda b*** line and its 2009 Collection. Intended to make a statement, ***cinda b*** bags are the perfect combination of fashionable designs and durable, poly/nylon fabrics – resulting in a line of contemporary, quilted bags aimed more toward modern, active lifestyles. Building on the company’s popularity in the Southeast, ***cinda b*** is one of the fastest growing manufacturers of handbags in the country.

"We are so excited about the expansion of ***cinda b*** and our company’s growth as a whole," stated Boomershine, "We can now meet the demand for more detailed styles and intricate patterns, while keeping production here in the United States, which is very important these days." She added, "We want to spread the word—whatever your day has in store for you or wherever your travels may take you, let a ***cinda b*** bag make things a little easier, a little brighter, and a lot more fun!"

In addition to continuing its current bag styles and designs, the 2009 ***cinda b*** Collection features many new handbag, tote, and accessory pieces for everyday use. From the new slouchy and casual Hobo purse (\$74 retail) to a darling and dainty Jewelry Case (\$40 retail), Cinda has spared no detail in design. You will find her distinct, signature touch on all of her bag styles and custom patterns. The entire ***cinda b*** line now includes 33 unique bag styles in 11 patterns. "There’s something for every age and every kind of gal on the go," exclaimed designer Boomershine, with a slight hint of Southern charm and pride. "We hope you all love them!"

Since the 2004 launch of the ***cinda b*** travel bag line, ***cinda b*** bags have become recognized as a modern evolution of classical cotton bag lines. Every bag is custom-designed by Boomershine herself from the latest lightweight, durable, water-resistant, and machine-washable fabrics. ***cinda b*** bags deliver versatility and functionality, while remaining a classy celebration of color, fashion and fun.

For more information about ***cinda b***, or a sneak peak at the ***cinda b*** 2009 Collection, please visit ***cinda b*** USA, LLC at [www.cindab.com](http://www.cindab.com) or contact [info@cindab.com](mailto:info@cindab.com).

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#### **About *cinda b*:**

Launched in 2004, ***cinda b*** was the dream of award-winning, Atlanta designer, Cinda Boomershine. A love for color and passion for design led Cinda to start her own design firm in 2002. Quickly recognized for her fresh and functional approach and eye for design trends, Cinda was invited to join the cast of TBS’s nationally broadcast *Movie and a Makeover*. Her on-the-go lifestyle led to a search for the perfect, everyday bag that was as stylish and fun as it was versatile and functional, in which ***cinda b*** was born. Today, ***cinda b*** is one of the fastest growing handbag, travel bag, and tote companies in the country offering hundreds of styles and patterns for girls on the go. Each bag is made in the USA with the latest water-resistant and machine-washable fabrics, and each is custom-designed with love and care by Cinda herself.