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FOR IMMEDIATE RELEASE

### Live from Atlanta, it's cindab.com Live!

**Atlanta, Georgia (March 23, 2009)** – *cinda b* founder and creator, Cinda Boomershine, announced today the launch of the all-new **cindab.com**—the new retail website for *cinda b* handbags and totes, travel bags and accessories. “We couldn’t be more pleased with how the website turned out, and the great compliment it will be for *cinda b* retail stores and individual customers alike,” explained the company’s namesake. “We’ve given our site a complete makeover, adding hundreds of products and a shopping cart to provide useful information and loads of purchasing options and opportunities.” Boomershine added, “We’ve included all the bells and whistles for a great online experience!”

The new website offers users the opportunity to browse *cinda b*'s 360+ different bag styles, patterns and colors, with online purchasing or the ability to save choices in a shopping cart for later use. The site also features a comprehensive store locator for customers to find retail stores in their area that carry *cinda b* products, including interactive mapping for distance and directions. The new site also features celebrity sightings as well as an “As Seen In” section with news and magazine articles covering *cinda b* products.

The stylish, multi-faceted website is intended to reflect *cinda b* and its line of fashion-forward, yet functional handbags, totes and accessories. Like *cinda b* bags themselves, the website was designed to be as fun as it is useful for active girls of all ages looking for that perfect bag. All site visitors are encouraged to join *cinda b*•mail, the official *cinda b* mailing list that provides product sneak peeks, company news and updates, and special promotions.

For more information about *cinda b*, visit [www.cindab.com](http://www.cindab.com) or email the company at [info@cindab.com](mailto:info@cindab.com).

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#### **About cinda b**

*cinda b* was the dream of award-winning Atlanta designer, Cinda Boomershine. Boomershine’s love for color and design led her to start her own Atlanta design firm in 2002. Quickly recognized for her fresh and functional approach, Cinda was invited to join the cast of TBS’s nationally broadcast *Movie and a Makeover*. Cinda’s on-the-go lifestyle led to her search for the perfect, everyday bag that was as stylish and fun as it was versatile and functional. In 2004, she launched *cinda b*. 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 designed with love and care by Cinda herself.