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FOR IMMEDIATE RELEASE

cinda b Featured in Museum of Design Atlanta's History of the Handbag Exhibit

(Atlanta, Georgia – February 12, 2009) – *cinda b* (www.cindab.com) handbags take their place in handbag history, being featured at the Museum of Design Atlanta (MODA) in its "In the Bag" exhibit which celebrates the history of the handbag. *cinda b* founder and designer, Cinda Boomershine, expressed her excitement and gratitude for the honor. "I am overjoyed for a *cinda b* to featured along side the Swarovski Crystal Eiffel Tower bag from *Sex and the City* and the world famous Hermes Birkin bag. It's truly an honor". For more information on MODA's "In the Bag" exhibit – check out MODA's website. The "In the Bag" exhibit is on display at MODA through May 2.

Since the 2004 launch of the *cinda b* line, *cinda b* bags have become recognized as a modern evolution of classical quilted bags. 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 or contact 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.