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FOR IMMEDIATE RELEASE

**CrinkleCo Happy to Announce Its Arrival to Whole Foods Market
in the Midwest and Rocky Mountain Regions**

Washington, DC - May 9, 2008 – CrinkleCo™ (www.crinkleco.com) all in one gift wrapping kits will soon be available for sale at Whole Foods Market stores in the Midwest and Rocky Mountain regions. Washington, DC based CrinkleCo made its debut at Whole Foods Mid-Atlantic this past holiday season.

Whole Foods Market has been a supporter of CrinkleCo's eco-friendly kits becoming the first retail outlet to carry the line. Whole Foods is the world's leading natural and organic foods supermarket and America's first national certified organic grocer. Once a single store in Austin, Texas, Whole Foods has grown to 270 stores in North America and the United Kingdom. Customers of Whole Foods tend not only to be health-conscious but environmentally responsible. With its fun and fashionable gift wrapping kits made from recycled paper and printed with soy-based ink, CrinkleCo is a natural fit with these ecological minded consumers.

CrinkleCo offers four easy to use kits -- gift wrap, gift bag, pillow box, and purse – packaged with everything needed to wrap a gift, including tape and tag. For Whole Foods customers that know good things come in beautiful packages, CrinkleCo provides an easy new way to make gift giving special.

About CrinkleCo

Headquartered in Washington, DC, CrinkleCo manufactures easy to use gift wrapping kits with beautiful papers designed to inspire that creative side in each of us. In just minutes you can transform your gift into a thoughtful and meaningful creation.

So, wrap it like you mean it! Visit www.crinkleco.com.

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For more information:

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