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FOR IMMEDIATE RELEASE

### **CrinkleCo Launches Internet Retail Store**

**Washington, DC - October 1, 2007** – CrinkleCo™ introduces its new website [www.crinkleco.com](http://www.crinkleco.com) where you can browse, buy, and impress that special someone with a stylishly and smartly wrapped gift. Now the only thing easier than wrapping a gift with a CrinkleCo kit is buying one.

With the holidays fast approaching, it is no wonder that CrinkleCo decided now was the time to launch its Internet store. Like CrinkleCo gift wrapping kits, CrinkleCo.com is easy to use, beautifully designed, and complete with wrapping tips. Its vivid photos and brilliant colors inspire even those short on time or talent to wrap it like you mean it. And in just moments, even a pound of coffee or a gift card from the grocery store wrapped in a CrinkleCo kit transforms into a masterpiece, bringing back the simple joy of gift giving in a world where E-Cards and virtual gift certificates are the norm.

CrinkleCo.com operates as a one stop shop for gift wrapping solutions, offering modern designs with mix and match options for the every day and for holidays, baby and bridal showers, and birthdays. And with Paypal Express Checkout and free shipping when you buy five kits or more, buying couldn't be easier.

CrinkleCo true to its core, not only launches a website as easy to use as its kits, but also includes information on the benefits of recycled paper and soy based ink. CrinkleCo is committed to producing ecologically sound gift wrapping kits. Give good and feel good.

#### **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](http://www.crinkleco.com).

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#### **For more information:**

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