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FOR IMMEDIATE RELEASE

### **CrinkleCo Earns a Place in Whole Foods Market**

**Washington, DC - September 20, 2007** – CrinkleCo™ ([www.crinkleco.com](http://www.crinkleco.com)) all in one gift wrapping kits will be available for sale at Whole Foods Market stores in the mid-Atlantic as of November this year. Washington, DC based CrinkleCo made its debut this summer at the National Stationary Show in New York City.

Whole Foods Market 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 trendy 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 three easy to use kits -- gift wrap, gift bag, and pillow box – 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](http://www.crinkleco.com).

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

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