

Innovative New Shopping Showcase Takes Style-Savvy Consumers Out of the Mall and Into the Pink

Marmalade Pink, the Web's hottest new destination for unique shopping choices, offers a whole new world for customers seeking extraordinary, out-of-the box products and services

Grayslake, IL – July 17, 2007 – Stylish shoppers seeking to break free from the confines of traditional large retail stores have a powerful new ally. Recently launched Marmalade Pink, an innovative business co-operative formed to bring together talented independent designers and artisans, offers unique products and services not available in mainstream retail establishments. Inspired by fantastic product giveaways, responsive customer service, and the ability to give back to their communities, visitors are flocking to this out-of-the box shopping showcase.

“Consumers are frustrated with the lack of retail diversity out there and want more choices than they can find in the big box stores,” said co-founder Liz Nonnemacher. “When the local mall is your only shopping option, you miss out on a fantastic world of artists and designers that offer consistently high value and outstanding customer service.”

A visit to Marmalade Pink will introduce customers to an extraordinary range of out-of-the-box retail options, including hot jewelry designs by Charming Sam and eeni-ren designs, colorful paintings by artist Jaime Zollars, and luxury bath products from After the Rayne. Shoppers looking for memorable gift ideas have top-of-the-line choices at Savvy Skirts and trend-spotters will feel right at home with the experts at Wickedly Chic and le Mod Boutique.

In addition to offering links to great shops and sites, Marmalade Pink bumps the excitement factor up a notch with monthly prize giveaways. Each month, visitors to the main site or Marmalade Pink member sites can register to win gift baskets valued at between \$150 and \$200. Chock full of goodies ranging from elegant jewelry to lush bath products, these prize baskets are a great introduction to the latest trends in the independent marketplace.

Although customers are flocking to the site for the wide range of shopping options, Marmalade Pink serves as more than a portal for consumers. Because it is often hard for smaller businesses to create a national presence, especially when competing with larger retailers, Marmalade Pink offers its member companies the benefit of group advertising and support. Member companies also make a commitment to giving back to the communities that support them. Five percent of sales each quarter are donated to a charity, such as the ALS Association.

About Marmalade Pink

Marmalade Pink offers consumers a shopping portal that allows them to think outside the mall. Founded in 2007 by successful small business owners Amy Steinberg and Liz Nonnemacher, Marmalade Pink serves as an online resource for shoppers who seek unique, high-quality products and services from fashion advice to the latest jewelry designs. For more information about Marmalade Pink or to join the team of successful entrepreneurs, please visit www.marmaladepink.com.