



FOR IMMEDIATE RELEASE

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GET A GRIP ON SHOULDER SLIPPAGE

Unique New Accessory Keeps Handbags Where They Belong

Chicago, IL – December 2009 – Sometimes the perfect handbag can put the wow factor into your outfit, tie together your overall look and send you out of the house feeling confident and ready to take on the world. However, if that handbag is constantly slipping off your shoulder or falling down your arm to rest in the crook of your elbow, it can take your look from stylish to disheveled in a hurry. And, with oversized handbags continuing to top trend lists, “shoulder slippage” is becoming a greater frustration for today’s women – the larger the bag, the larger the inconvenience when it falls out of place.

In order to provide a unique solution for all women and all handbags alike, Audubon Entities, Inc. introduces the newly patented Shoulder Houlder® – tested and approved by women to keep bags where they belong every step of the day. The Shoulder Houlder is a decorative yet discreet clip that fastens to jackets, coats and tops to safely and comfortably secure the straps of any purse or bag, without effecting the garment to which it’s attached.

Not only does the Shoulder Houlder offer increased comfort and convenience by keeping purses and bags where they belong, it also helps protect bags and the valuables within them from damage and even theft that can occur when they are not held securely in place. Especially with the multitude of high-priced designer bags being toted today, the Shoulder Houlder offers a simple and inexpensive solution for purse protection.

“When shopping for anything from shoes to a new car, women take the time to try them on or try them out to ensure a good fit. However, when it comes to purses and bags, women often don’t “test-drive them” in-store for a true feel of how they will function in



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everyday life – resulting in a fabulous bag that refuses to stay on your shoulder,” stated Patricia Reynolds, inventor of the Shoulder Houlder. “We created the Shoulder Houlder to breathe new life into the closets full of forgotten yet stylish purses as well as discarded totes, briefcases, diaper bags, bohemian-inspired bags and messenger bags – instantly putting them back into the rotation and back on your shoulder where they won’t slip off.”

Offered in Basic Black or Gold with Swarovski Crystals, the Shoulder Houlder is available online at www.shoulderhoulder.com as well as specialty stores, boutiques and mail-order catalogs. For more information, visit www.shoulderhoulder.com or contact Patricia Reynolds at 312.943.4403.

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