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See Olive Sandwiches at:
The Atlanta Gift Mart – Building Two
Daniel-Richards Showroom #1634

For Immediate Release

Olive Sandwiches Expands “Sassy Bath” Product Line *Eight new designs, including two new Christmas offerings*

Gig Harbor, WA – June 5, 2008: Olive Sandwiches is pleased to announce the addition of eight new Sassy Bath envelope designs to our humorous bath salt line, bringing the total number of available selections to thirty-two, with Christmas oriented offerings included for the first time.

The Sassy Bath line features Olive Sandwiches' unique combination of retro-images and edgy humor, which have already become well known throughout the gift industry on our greeting cards, fridge magnets, notebooks and other gift items. Each Sassy Bath envelope contains 4.5 ounces of fine bath salts (enough for two baths), in a variety of fragrances specially formulated for the Olive Sandwiches line.

According to Jim Hunt, Managing Partner for Olive Sandwiches, “With a suggested retail price of \$5.95 each, Sassy Bath envelopes provide a perfect complement to our line of larger boxed bath salts that have been selling very well as gift items since being introduced last year. The big boxes contain 11 ounces each and retail for between \$11 and \$13, which makes them excellent gifts. In comparison the smaller Sassy Bath envelopes not only make fine gifts, at \$5.95, they also work well as impulse-buy, sell-pampering items, fun party favors, or a key addition to any busy woman's travel kit. Many women buy them by the bunch to add a big splash of color to their bathrooms along with a choice of fragrances to fit almost any mood. In addition, the newest Sassy Bath Christmas designs will make great stocking-stuffers for the holidays.”

All Olive Sandwiches products are the artistic creations of Nancy Rider Hunt and are available in more than 2000 stores throughout North America, as well as online at www.olivesandwiches.com.

For store owners, Olive Sandwiches also offers the bath salt envelopes with a metal tub display and signage – included at no charge when a store purchases the minimum of three each of at least 24 designs (a total of 72 envelopes).

About Olive Sandwiches:

Since its inception in 2004, Olive Sandwiches has been one of the fastest growing greeting card companies in the industry, with our products now offered in over 2000 stores throughout North America, as well as distributed in the United Kingdom, Australia and New Zealand. The company currently offers more than 250 designs on cards and fridge magnets; and has steadily expanded the product family to include, notebooks, notepads, key chains, kitchen linens, and bath salts. Through licensing arrangements, Olive Sandwiches designs are also available on mugs, liquor flasks, glassware, thermos', aprons, coasters and a variety of other items.

For More Information

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