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For Immediate Release

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ABBI NEW YORK, MANUFACTURER OF STYLISH LAPTOP COMPUTER BAGS, LAUNCHES WITH TWO NEW COLLECTIONS

Abbi Collection and Darci Collection Offer Stylish Workbag Options for Every Style and Budget

Los Angeles, December 19, 2005 – Abbi New York, a new manufacturer of stylish laptop bags and briefcases for women, announces the launch of their Spring 2006 “abbi” and “darci” collections. Abbi New York was formed to fill a niche in the marketplace for fashionable and functional workbags for the multitasking, professional woman. The company offers fashionable bags for every style, personality and budget. Aside from being functional workbags, the bags are designed to be pretty enough to double as a handbag.

The high-end “abbi collection” is slated for department stores and boutiques while the more modestly priced “darci collection” will be available at computer destination and office supply stores. The abbi collection features bags made from luxurious genuine leather or silk brocade print, with retail prices ranging from \$129 to \$250. The darci collection features bags made from premium faux leather or brocade print and retails for under \$100. The leather and faux leather bags are available in sophisticated colors, including chocolate, wine, caramel, and antique white. The print bags come in several patterns, including flowers and dragonflies. All bags in both collections feature DuraFlex™ padding for maximum protection of your computer. Every bag is handcrafted and protected with a lifetime warranty.

“Several computer tech companies have recently tried to ‘pretty up’ men’s computer bags by simply adding some color to their traditional black, nylon bags. We’ve taken the opposite approach. We started with a beautiful fashion bag and added functionality and practicality. I wanted a workbag that professional women carried around because they wanted to, not because they had to,” said Anne Min, co-founder and lead designer of Abbi New York.

For more information, please visit www.abbinewyork.com. The abbi collection is currently previewing at www.abbinewyork.com and will be available at retail locations in the spring of 2006. The darci collection is currently previewing at Fry’s Electronics, with additional retail locations to be announced in January.

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