



NEWS RELEASE

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ABBI RELEASES DESIGNER COMPUTER BAGS FOR WOMEN ON THE GO

Los Angeles, CA (September 1st, 2006) High fashion meets high tech in one of the first combinations of designer handbag and laptop computer case. ABBI New York's new line of high fashion work purses, contemporary attaches and messenger bags, holds a 15.5-inch laptop computer and its accessories, along with personal items such as make up, cell phone, PDA, keys, wallet or files from the office.

"There was black leather and black nylon, and that was it for women's computer bags. Until of course... Abbi New York!" Said Anne Min, Co-Founder and design team manager of ABBI New York. *"We started with the look of the bags first and designed beautiful pieces that women would want to carry because they look good and complement her style. We added the usability of a woman's handbag, along with the functionality and practicality of a high-end laptop computer bag."*

The resulting products are now one of the hottest selling lines of computer bags on the market and they are praised by critics and customers alike. The current line of bags includes Jade, Natalie, Sienna, Mina, Sabrina, Caroline and Valerie, with retail prices ranging from \$59 to \$249. Each comes with a lifetime warranty. Sabrina and Caroline also come pre-accessorized with a matching wallet purse.

- "Jade", "Natalie," and "Sienna" are popular "messenger" style bags made of beautiful Chinese silk brocade prints with different colors and patterns. These bags offer a roomy interior for personal and business accessories, while the Duraflex™ padding provides maximum computer protection. The adjustable shoulder strap is topped with the same fabric as the body and the ComfortGel™ padding adds greatly to carrying comfort. A large back pocket allows easy access to files or magazines. The interior is lined with soft pink satin.
- "Mina" is our collection of slim carriers for women who want a light, compact bag just for their laptop and a few documents. Mina accommodates laptops up to 17" widescreens and can be carried as a clutch or as a shoulder bag. The unique quilted-sequin design is available in black and ivory. Silk print brocade versions of Mina will be available soon.
- "Sabrina" is a full-sized "purse" made from the finest quality black faux leather. Because it looks like a beautiful handbag, no one suspects that it doubles as a laptop bag that can move effortlessly from the boardroom to a cocktail party. Sabrina has a very roomy interior with lots of pockets and of course the Duraflex™ padded computer pocket to protect your most valuable investment. Sabrina includes a matching wallet purse, numerous additional outside pockets, and the signature pink satin lining.
- "Caroline" is a handcrafted soft side tote made from high quality genuine leather in four colors (chocolate, caramel, wine and antique white). Caroline's sharp, clean lines give it a professional appearance without compromising its feminine appeal. Numerous pockets inside and out offer plenty of space to fit business accessories, files, personal items and more. The Caroline comes with a matching wallet purse and the signature pink satin lining.
- "Valerie" is the genuine leather version of our brocade print "messenger" style bags. Available in antique white with chocolate piping, Valerie is versatile enough to complement both a professional and casual appearance. The Duraflex™ padding gently protects the computer and the pink satin lining adds style to an already stylish handbag.

ABBI products are available at eBags.com, and many other fine retailers and e-tailers. For more information please visit www.abbinewyork.com.

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