



Media Contact: Erin Keefe, EKPR
617-512-9498
ekeefepr@verizon.net

**KARMATHREADS™, A POSITIVE MESSAGING APPAREL COMPANY, INTRODUCES
T-SHIRT LINE INSPIRING ALL TO LOOK GOOD, DO GOOD**

***Company Launches on Black Friday with Eight Local Companies Joining in Crusade
to Help Shelter and Nurture Teens in Need***

PORTSMOUTH, N.H. (November 2006) – KarmaThreads™, a positive messaging apparel company fusing vintage flair with contemporary design, today announces the launch of its first line of t-shirts for women of all ages. With inspirational messages like *Dream; Hope; Laugh Often, Love More;* etc., these hip new t-shirts provide an easy way for all to look good, do good. Inspired by a desire to give back to teens in need, KarmaThreads™ founder, Rhonda Lee, is sharing a portion from all of the items sold to charities that shelter and nurture teens. This Friday, November 24, also known as “Black Friday,” eight stores in Exeter, N.H. will help support the launch of KarmaThreads™ by displaying the t-shirts in stores and providing purchase information for those who are interested in giving back.

“We chose to launch the company on Black Friday to extend the message of thanksgiving and provide a vehicle for everyone to give back and make a real difference in the lives of teens in need,” said Rhonda Lee, founder. “I’m particularly thankful for the Exeter, N.H. merchants who are supporting us on Friday -- helping to get the word out about KarmaThreads™ and the charities we support. This year as consumers kick off their holiday shopping we hope that they will consider purchasing KarmaThreads™ t-shirts and demonstrate how easy it can be to become a powerful force for change.”

The following Exeter, N.H.-based companies are participating in KarmaThreads™ Black Friday Day of Giving Back: Aura Day Spa; Blue Moon; IOKA; La Cave a' Vin; LunaChics; Me & Ollies; Water Street Bookstore; The Willow.

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“Rhonda has done a great job of bringing KarmaThreads™ to life, and we are thrilled to support the launch of this positive messaging apparel company on Black Friday – what a good way to incorporate giving back with the holiday season. The ‘feel good’ t-shirts are fashionable and are appealing to the LunaChics customers – regardless of age,” said Dana DeNiro, owner of LunaChics. We invite everyone to stop in on Friday and purchase a t-shirt to help give back to teens in need.”

KarmaThreads™ has identified the New Outlook Teen Center (www.newoutlookteencenter.org) based in Exeter, N.H. and StandUp for Kids (www.standupforkids.org) based in San Diego, with programs in thirty states across the country, as charitable foundations that will receive a portion of the proceeds from KarmaThreads™ sales. Both organizations reach out to homeless, street kids and at-risk youth providing educational programs that build self esteem and responsibility.

“From an early age I was surrounded by parents and grandparents who went out of their way to give back to others. Now it’s my turn,” Lee continued. “Just as my parents did, I’m sharing my desire to make a difference with my 16-year-old daughter, who has been my partner in the design and concept for all of the apparel at KarmaThreads™. Together we researched and identified these two charities as organizations that supported our goal of helping teens in need of nurturing programs and shelter.”

“KarmaThreads™ and StandUp for Kids share a desire to help nurture teens across the country and we are excited about the opportunities that lie ahead for this partnership,” said Keith Sanders, director of corporate development at StandUp for Kids. “Today’s teens need educational programs combined with positive messaging and we hope the launch of KarmaThreads™ provides a catalyst for everyone to share in supporting America’s teens.”

“New Outlook engages youth in opportunities that nurture belonging, independence, resilience, and social responsibility and we are so pleased that KarmaThreads™ shares our mission to help teens in need,” said Whitney Edgar, community liaison at New Outlook Teen Center. “The t-shirts provide teens – and those who are young at heart – with positive, inspirational messages that are so needed in today’s world.”

KarmaThreads™ t-shirts are available at: www.karmathreads.com as well as in Le Club Boutique in Portsmouth, N.H. and LunaChics and The Willow in Exeter, N.H.

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About KarmaThreads™

KarmaThreads™, a positive messaging apparel company fusing vintage flair with contemporary design, is located in Portsmouth, N.H. Creating good karma by providing a global vehicle for giving back, KarmaThreads™ donates a portion of its proceeds to nurture and shelter teens in need. So whether you're a teen or just young at heart, here's your chance to make a difference. For further information about KarmaThreads™ please visit: www.karmathreads.com.

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