

AffordableStyle

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NEWS RELEASE

Affordable Style adds neckties to network of online fashion accessory retail stores

INDIANAPOLIS, IND. (June 25, 2009): Affordable Style announces the acquisition of ABCNeckties.com, adding the retailer to a network of online discount fashion accessory stores owned by the company.

CEO Randy Stocklin found the neckties site to be a perfect addition to the existing Affordable Style network. "ABCNeckties.com had an already-established loyal customer base and we saw an opportunity to acquire and grow the site. This new store will continue to fulfill the Affordable Style mission of providing high-quality fashion accessories at a budget-friendly price."

The newly inventoried store stocks more than 400 ties under \$35 in the novelty and fashion categories. All orders receive free standard shipping and the company offers same-day shipping on orders placed before 2 p.m. EST. All neckties are also backed with a money-back quality guarantee.

Based near Indianapolis, Indiana, Affordable Style is a parent company to six other online retailers in the fashion accessories space online: <http://www.SunglassWarehouse.com>, <http://www.HandbagHeaven.com>, <http://www.InexpensiveWatches.com>, <http://www.AffordableScarves.com>, <http://www.SilverTreats.com>, and <http://www.ReadingGlassesShopper.com>.

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