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For Immediate Release

PREPPY PRINCESS.COM™ CONTINUES GROWTH **\$5 Custom Key Fob Hot Seller**

Okemos, MI November 3, 2009 – Despite a sputtering economy the holiday retail forecast is positive for one Michigan e-commerce site. Susan Kelley, President of PreppyPrincess.com, is encouraged by the site's growth trends in 2009. Kelley says one of the most popular items on the site is the [customizable key fob](#) selling at only \$5.

“Shoppers love being able to select their own grosgrain ribbon,” says Kelley. “They can create a look with a lot of preppy personality and it's the ideal stocking stuffer. We've also had people buying them as party favors because the price is so reasonable.”

Kelley adds that gifts and stationery from [Lilly Pulitzer](#) have been flying out the door and [Pocket Lilly Pad](#) mini-notebooks are “red-hot”. Shoppers can find a wide variety of Lilly Pulitzer gift items priced under \$20. One such item is a contemporary take on a classic toy: [The Lilly Pulitzer paper doll set](#).

“Who would have guessed that old-fashioned paper dolls would be so popular in our high-tech world?” asked Kelley. “The Lilly Pulitzer paper dolls and [colored pencils](#) are very big this year for children. Some things never go out of style.”

About The Preppy Princess, LLC: The Preppy Princess™ is an online boutique carrying personal and home accessories in classic Preppy motifs and is the premier seller of Lilly Pulitzer gifts and stationery. At The Preppy Princess™ creative designs in seersucker, custom-made madras fabrics and grosgrain ribbons are setting new standards in Preppy style. www.PreppyPrincess.com and ThePreppyPrincess.wordpress.com [blogsite](#) are wholly owned trademarked properties of The Preppy Princess, LLC, a Michigan-based private corporation.

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