

Sonya Bebeblankee

THE FINEST BABY BLANKETS THIS SIDE OF SWEDEN

PRESS RELEASE

Sonya Bebeblankee, LLC
1409 S Lamar St., Suite 249
Dallas, TX 75206

Contact: Erin Hughes -- Brand Manager
Phone-- (888) 583-2941 (ext 4)
erin@sonyabebeblankee.com

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THE BABY BLANKIE BIZ IS GETTING MORE THAN PERSONAL

One company has made it their personal mission to
make buying thoughtful baby gifts fun and easy.

Dallas, TX July 28, 2006 – Sonya Bebeblankee, a unique and spunky baby blanket company, is raising the bar when it comes to personalization. The new “Personalization Plus” campaign aims to ultimately increase the uniqueness of an already unique baby gift: a Miss Sonya.

Personalization Plus offers customers up to 200 characters embroidered along the satin edges of 100% woven cotton blankets. Most other high-end retailers allow no more than 20 characters. But, more than that, the site allows users to customize their one-of-a-kind blankie fast and easy to become the ultimate gift-giver. It's more than just a monogram or birthdate; this allows customers to weave their warmest wishes into a high-quality blankie.

“It's all smiles here at Sonya Bebeblankee. We can each say that we truly love what we do here,” says owner, Todd Lilly. “I originally thought we were starting a baby blanket business. A year later we realized we were way more than that. And now, I'm more convinced than ever that we're truly in the smile business. The personalization around the blankets is just the byproduct of what we do best – help our customers create lasting impressions.”

Lilly continues, “We're so pumped about being able to offer something that's just not available anywhere else -- at a very reasonable price and in a very short amount of time.” Lilly started the company two years ago and is a unique business owner with what can only be described as a wacky personality. He says there are two things you have to have to quit a perfectly-good career to sell baby blankets: a bit of an unbalanced personality and a sincere belief in your product.

And, that's what the most loyal of Sonya's customers have said: that a Miss Sonya is so unique, so fun to make, and so easy to order, that the mere 5 days they wait in anticipation for the blankie is completely worth it. But now, with Personalization Plus, there's more to write, more styles to choose from, and more smiles to go around. www.PersonalizeABlankie.com

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For further information, product samples, or interviews, contact

Erin Hughes at (888) 583-2941 (ext 4) or erin@sonyabebeblankee.com

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