

For Immediate Release
For press information, contact
KidStuff Public Relations
Lisa Orman, 608-767-1102
Or email Lisa@KidStuffPR.com



MIX-AND-MATCH NEW DESIGNS TO CREATE 954 POSSIBLE STYLES

Choker-Style Necklace and Limited Edition Tags Among the Latest Offerings from Mag-tagz

Austin, TX (July 7, 2009)—“OMG, is she wearing the same thing as me?” That’s something no girl wants to worry about. Now that Mag-tagz, a line of interchangeable magnetic jewelry, offers its necklace bases in 18 color and size combinations with 53 different tagz (which doesn’t include the 26 alphabet tagz), even if a girl shows up to school in the same outfit as someone else, they can still show their individual style by choosing from one of 954 necklace combinations.

Mag-tagz necklaces have a magnetic base and the charms, or tagz, can be easily switched out or traded with friends. Limited edition tagz add to the excitement and make collecting all of the tagz a fun project for one girl, or for a group of friends. The tagz come in small and large sizes, and the necklace styles vary from a black rope cord to the new colorful stretchy and soft chokers.

Anyone age 5-and-up can choose from the latest designs:

Choker Necklace- Available with a small or large base. Stretchy fabric lies comfortably on the neck. Choose from Black, Brown, Fuchsia, White, Pink, Turquoise, Lime Green and Purple. \$9.99

Choker Get Started Pack- Small Base- A perfect start to any Mag-tagz collection. Includes a colorful, stretchy choker necklace with a small base and three small tagz. \$18.99 (Also available in black cord style.)



Choker Get Started Pack- Large Base

Choker Get Started Pack- Large Base- Includes a colorful, stretchy choker necklace with a large base and two large tagz. \$16.99 (Also available in black cord style.)



17 New Tagz- Variety of new tagz available individually, in small and large sizes. Small Tagz \$3.99, Large Tagz, \$4.99.

It’s not just Mag-tagz that creates new designs, fans can submit their own ideas in the Mag-tagz design contest. Anyone under 14 can submit a design. Winners of the contest get their design created in a limited edition tag with their name inscribed on the back, and they’re also featured on the Mag-tagz website.

The latest design contest winners were announced at the end of May. Haley H. won with her “Team Edward” tag (inspired by the *Twilight* series), and Hanna G. won with her psychedelic peace sign tag.



Mag-tagz got its start when mom of two and former lawyer, Anita Worth, realized that the magnetic markers that golfers use would make a really great necklace. Not only would they look great, but since they’re magnetic, they could be swapped and traded among friends. So, she and her family (and some neighborhood kids) took the idea and ran with it, creating Mag-tagz. Worth’s daughter Ashley, now 10, was instrumental in the design since she was the ideal age for the product. Now that this family-run start-up is on its feet and running, Worth’s children are still involved in many aspects of the business including design packaging, labeling, helping at trade shows and, their favorite, modeling the jewelry!

Mag-tagz are currently available online at www.mag-tagz.com, and at 150+ specialty stores throughout the U.S., with more stores being added daily.

ABOUT MAG-TAGZ DESIGNS, LLC

Mag-tagz is a line of interchangeable magnetic jewelry created by Anita Worth and her family. The line serves as a fun way for girls to connect through trading, collecting and creating tagz. More information is available at www.mag-tagz.com or on the Mag-tagz blog at <http://mag-tagz.blogspot.com>.