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Contact: Taura Mizrahi
The Write Approach
(310) 282-8177

JAMAH MAKES ITS HOLLYWOOD DEBUT

Expertly Crafted Bags and Accessories Take a Starring Role on the Celebrity Scene

(Los Angeles, CA) July 16, 2008 — Jamah, a line of hand-crafted bags, clutches, travel bags, and accessories that are manufactured in the U.S., has quickly become the new darling of Hollywood. Created by designer Nancy Gale, Jamah products have caught the eyes of celebrities and fashionistas alike, and are now making appearances on some of the most famous shoulders in the entertainment business.

Celebrities such as Angelina Jolie, Teri Hatcher, Jessica Alba, Jennifer Love-Hewitt, and Eva Longoria are all fans of Jamah. With the birth of twins, even proud papa Brad Pitt has been seen sporting “The Nanny,” Jamah’s new, truly unisex diaper bag. With Hollywood’s A-list putting Jamah at the top of its list others are taking notice. Jamah has been featured on *Extra*, the CBS news, and *Good Day LA Style File* with Jillian Barberie. *Star*, *InStyle*, *Us Weekly*, *OK!*, *Jane*, *Daily Candy*, *People.com*, *Spin Daily*, and even *The Hollywood Reporter* have written about the new it-bag.

“I’m thrilled at the attention Jamah has received,” comments Gale, “but the most important thing to me is doing something I love and recognizing that the work I do is fun. It’s imperative that everyone involved with the company has a good attitude and enjoys the work.”

Swahili for “be who you are,” Jamah embraces the philosophy that beauty is found both inside and outside. Every detail is considered in the design and construction of Jamah products from metal “feet” that protect the bottom of the bags to contoured and detachable shoulder straps that provide unsurpassed comfort. Even the lining of these lightweight, Italian-leather bags and products is made of suede, echoing the company’s ideals of beauty being above and below the surface. In addition, every Jamah product is made in the U.S.A.

“With the economy in its current slump and jobs being shipped overseas,” notes Gale, “our dedication to manufacturing products in our own backyard instills a sense of pride with every piece we create and it shows in the details.”

Jamah’s social conscious extends beyond the bag. Gale is in the process of founding In True Fashion, a non-profit that aims to build self-esteem in American youth while increasing awareness about the effects of overseas manufacturing on our economy and our children’s future.

Currently, Jamah can be found at Fred Segal and Kitson, or shop online at Jamah.com where you can peruse current collections including the new Wedding Collection, and the Nanny.

About Jamah

In 2000, Nancy Gale began Jamah by creating high-end, custom cast and crew gifts for film and television production. While Jamah’s clothes and bags were more about function and serving the masses, she thought it would be “fun” to design something more unique and tried her hand at making a handbag. By 2006, Jamah evolved very organically into a handbag company. Gale, a self-taught designer, has always had a creative eye. She finds her inspiration in architecture, nature, and sculptures and has a fascination with turning inanimate objects into something usable. Gale designs and manufactures every Jamah product in the U.S.A.

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