

For Immediate Release:

FOBBIE GIFT WRAPPING ACCESSORY DEBUTS IN 1000+ MICHAELS CRAFT STORE

Fobbie gift wrapping finds a new home with crafters.

Drake, Colorado – June 16, 2009 -- The Fab Fob Company, LLC today announced the debut of its Fobbie gift wrapping product in over a 1000 Michaels Craft Stores in the U.S. and Canada.

“It is a great thrill for me to walk into a Michaels Craft Store and see the Fobbie for sale. I remember when I woke up in the middle of the night with the idea. Now anyone can use the Fobbie to easily wrap and dress up a gift” said Liz Mrofka, President and Inventor. “I was very fortunate to work with Brenda Patterson co-founder of K&B Marketing, who helped with the placement. It makes a world of difference working with a company that is well connected.”

The Fobbie is a square or round card that is adorned with a celebratory greeting. Serving as an anchor for your ribbon, it has eight parallel slots through which you can easily thread your ribbon and secure the Fobbie to your package. Once the ribbon is threaded, simply give the ends a tug and the Fobbie cinches to the package. A few snips with scissors trims up the ends, leaving you with a beautifully wrapped gift.

The Fobbie is recyclable, durable and perfect for reusing.

****About the Company:** The Fab Fob Company, LLC, is owned by the Fobbie’s inventor, Liz Mrofka. The Fobbie won The Best New Product Award at the 2008 National Stationary Show, has appeared on Denver’s Channel 4 News, in *Gifts & Decorative Acessories*, *Greetings etc.*, and *Gift and Tablewares* magazines.

Media Contact: The Fab Fob Company, LLC
email: liz@fabfobco.com
Phone: 970-613-2050
Website: www.fobbie.com