



NEWS RELEASE

From ... Hamilton Mills to Johns Creek!!! Fiditz Offers a New Approach to *FABULOUS Fun*

How do you spell fun...F-I-D-I-T-Z! If a 3ft bear named Boris doesn't excite you, then how about a 7ft, fancy, shoe wearing camel named Harold? These are some of the most wonderfully fun and exciting items that await you at Fiditz!

Grand Opening in the Hamilton Mill Community

John's Creek, GA March 8, 2007 — Atlanta based Fiditz Inc, announces the relocation of its first retail location in Johns Creek, Georgia. Now open in The Shops at St. Ives Center, Fiditz combines novel products, high-touch customer service and creative merchandising anchored around everyday and seasonal product themes and assortments.

Our goal is to help our busy customers by providing a wide variety of fine stationery, imprintable paper products and invitations for all occasions said company president Tandra Wiley. We are very excited about the grand opening of our store in John's Creek. Fiditz's mission is to provide our customers with swanky, creative, unique and convenient gift giving solutions that will bring happiness, enjoyment and excitement to those who receive it.

Fiditz will also exclusively offer the "Party in a Box". Designed for the busy, working customer, Party in a Box includes all the essentials to host a theme based or regular celebration. Wiley's idea was to help her customers provide someone they care about with a special celebration without having to run all over town taking care of the details. Party in a Box brings the party to you!

The Shops at St. Ives location opened on March 8, 2007

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ABOUT FIDITZ, Inc.

FIDITZ is an upscale retail shop of gift, paper, fine stationery and unique party goods. It offers a spunky, unique, imaginative and convenient "one stop" solution for gift giving and celebrations of all kinds. Our offerings consist primarily of paper products (including custom invitations, greeting cards, stationery and journals), giftware (e.g. glassware, ceramics, jewelry) and party ware. For more information about Fiditz contact company President, Tandra Wiley at 678-474-9974, visit us at The Shops at St. Ives Center 10305 Medlock Bridge Road Johns Creek, GA or on-line at www.fiditz.com