

AUSTRIAN CRYSTAL JEWELRY

sabika



FOR IMMEDIATE RELEASE

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Brand New Sabika Web Site Provides Online Fashion Resource for Consultants and Customers

– Interactive Catalogue Empowers Viewers to Explore the Latest Sabika Styles –

PITTSBURGH, September 10, 2009 – **Sabika** Austrian Crystal Jewelry, a Pittsburgh-based company founded to bring beauty, joy and opportunity to women of diverse backgrounds and ages, is pleased to announce the launch of its new Web site (www.sabika-jewelry.com), the official online presence of Sabika style. The site will be online on **Saturday, September 12, 2009** and ready for Sabika consultants and customers from across the U.S. to log on and explore.

As an important resource for Sabika consultants and customers, the Web site features a “Hostess Toolkit” for holding Sabika parties. The toolkit includes invitations, sample menus and party themes. There is also information about making Sabika a career with a section dedicated to the benefits of becoming a consultant. And of course, an interactive catalogue presents Sabika jewelry in full-color clarity.

“We really wanted our Web site to reflect Sabika’s paradigm of classic yet whimsical style, but also serve as an online base of operations for our consultants and a place where customers can preview our jewelry,” said Karin Mayr, president of Sabika. “With regard to both design and function, I believe we have captured Sabika’s essence with this dynamic new Web site. We are looking forward to the reaction of our beloved consultants and loyal customers.”

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Sabika was founded in Pittsburgh in 2001 when Karin Mayr’s husband introduced her to the Austrian crystal jewelry design studio of Sabine, owned by Sabine Kaiserseder, a world-renowned Swarovski crystal jewelry designer. The introduction inspired Mayr to create her own line of jewelry that would complement modern lifestyles of American women while honoring a century-old tradition of jewelry making. Sabika jewelry is hand-crafted in Austria and Germany by women working from their homes, which promotes a balance between career and family.

About Sabika Austrian Crystal Jewelry

Sabika is a company founded by women for women. We bring beauty, joy and opportunity to women of diverse backgrounds and ages and we bring home parties to a new level of fun and sophistication. Our Austrian crystal jewelry products are handmade and uniquely designed to help bring out every woman’s individual beauty and style. For more information, visit www.sabika-jewelry.com.

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