

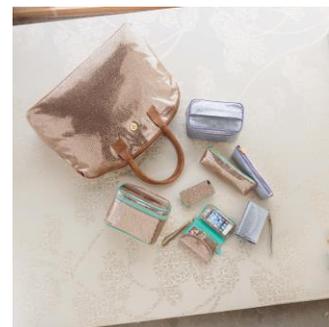
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MUD PIE INTRODUCTIONS - FALL AND HOLIDAY 2013

ATLANTA, GA - (July 9, 2013) - Mud Pie continues to expand their award-winning collection of unique, affordable gifts and apparel for Fall and Holiday 2013. Offering trend-right fashion and accessories; adorable baby keepsakes and apparel; and exclusive pieces for home and living --Mud Pie stands out in store with special details, finishes and packaging.

Mud Pie Fashion - Mud Pie introduces an all new collection of tunics and dresses for Fall. These versatile styles, in acrylic knit and easy care poly jersey, are go-to items for both gift and apparel retailers. Trends for the season, equestrian details, bold medallion and safari prints and sparkle that feels luxuriously feminine, are shown in all categories, from accessories and scarves to totes and cold weather knits. Tech and travel accessories, handbags, jewelry, Mud Pie's signature totes, and a 15 piece game day group round out the collection—all at WOW price points.



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Mud Pie Baby –Now, with expanded sizing up to 5T, brother, sister and baby will look picture-perfect for fall and holiday celebrations. Look for festive styles for dress up, playtime and visits with Santa. Searching for gifts that give back? Mud Pie's irresistible baby socks, in over 100 styles, help babies start

life on the right foot. Mud Pie is proud to support the March of Dimes with a dime donation for each pair of socks sold. Complimentary fixtures and colorful collateral are available.



Mud Pie Living offers unique items that are perfect for the holidays and every day. The Chalk It Up Collection features blackboard finishes on everything from chic serving pieces and picture frames to hilarious mugs and wine glasses. Hand-carved woods, metals, calf hair and horn details lend a rustic chic touch to Mud Pie's Lodge collection and oyster shells look equally at home for coastal and city dwellings. Visit Mud Pie for whimsical holiday décor, pet and holiday themed guest towels and gifts for everyone on the list.



About Mud Pie

Mud Pie is an award-winning manufacturer of innovatively designed and affordably priced gifts for the home and hostess, for babies and toddlers, seasonal and holiday gifts and an expanded collection of

fashion and fashion accessories. Many of Mud Pie's unique items are packaged ready-to-give and are available in over 16,000 specialty retailers and department stores around the world or direct to consumers at www.mud-pie.com.

Mud Pie delivers the right gifts, at the right time, at the right price. Mud Pie ...because every day is a gift.

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