

MADCAPZ PRESS RELEASE

For Immediate Release

MADCAPZ Invited To Exhibit At 2012 Atlanta Gift Mart's Inaugural "Made In America" Showcase

MADCAPZ Will Unveil New Spring Line of Women's Colorful Caps

Larchmont, New York (January 5, 2012) – MADCAPZ president and founder Carrie Bell today announced that MADCAPZ will introduce the upcoming spring line of women's colorful, stylish caps at the Atlanta Gift Mart's Made In America Juried Collection. "Our spring line follows in the MADCAPZ tradition, offering women caps that are comfortable, functional, and above all, distinctively styled. That's what makes the MADCAPZ line so popular with women of all ages," Bell said.

For the first time ever, the Atlanta Gift Mart is dedicating specific space to American-made products. This new juried collection will feature diverse home and gift products manufactured in the United States. "While we've nearly doubled our sales over the last year, I'm anxious for more women to get the opportunity to shop for MADCAPZ in gift shops and boutiques all across the country." Bell continued, "I am so proud that MADCAPZ is exhibiting in the Atlanta Gift Show's debut of the juried Made In America Collection."

About MADCAPZ

The MADCAPZ brand of fun feminine caps is made specifically for women by a woman. These 100% cotton caps feature a low profile fit that women love, an adjustable strap for easy sizing, and more than 20 colorful prints to choose from. The MADCAPZ lines also include self-fastening visors. Retailing from \$19.00 to \$22.00, the MADCAPZ lines can be found online, as well as at gift shops, boutiques, retail shops, hospital gift shops, oncology boutiques, golf retailers and pro shops around the country.

Founded in 2006, MADCAPZ products are proudly manufactured in the USA. They are now also sold internationally. For more information on MADCAPZ, contact carrie@madcapz.net.

About the Atlanta Gift Show

The new Made in America Temporaries is a juried collection debuting in January 2012. To be considered for inclusion, exhibitors must guarantee 75 percent of components are produced domestically, and the product is assembled in the U.S.

AmericasMart has created a marketplace unlike any other, connecting buyers and exhibitors from around the globe. Through accessibility, value and convenience, AmericasMart delivers the ultimate market experience. Studies indicate that retailers depend on AmericasMart for the latest products, the most variety and exclusive lines they can't find anywhere else.