

For Immediate Release

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Nicole Marie Fashion Boutique to Donate Five Percent of Holiday Sales to Travelers Aid Family Services

Concord, Mass and Boston – December 4, 2006 – Nicole Marie, a clothing boutique located in Concord, Mass, today announced that it will donate five percent of proceeds on non-sale items to Travelers Aid Family Services, one of the largest service providers to homeless families in Massachusetts.

Nicole Marie has been committed to charitable causes since opening in June of this year. In addition to Nicole Marie's support of Travelers Aid Family Services, Nicole Marie has provided support for the Manse House and the Concord Museum. In the spring of 2007, Nicole Marie will host a fashion show to benefit the Concord Conservatory of Music.

"We are delighted to be working with Travelers Aid Family Services this holiday season. As one of the largest service providers to homeless families in Massachusetts, Travelers Aid plays a critical role in the lives of many families during the holidays," said Marissa Fondots, owner of Nicole Marie.

"The winter season is a critical time for all of our families. Nicole Marie's commitment to our organization will benefit many families not only during the holidays, but throughout the year as well," said Richard Ring, Executive Director of Travelers Aid Family Services.

This holiday season Nicole Marie will also be offering a number of value-added services to its clientele. Nicole Marie will have a special "Hubby Wish List" that wives can fill out to assist their husbands with holiday shopping. Nicole Marie will also offer extended hours in which consultants will be available for one-on-one consultation on finding the perfect gift for a loved one.

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Tuscan Trader, Nicole Marie's sister store and an exclusive merchant of wines and ceramics from Tuscany, will be offering pre-made and custom-made baskets - perfect for upcoming holiday parties.

About *Nicole Marie*

Nicole Marie features exclusive contemporary designer styles from Europe and America in a European-boutique atmosphere. Nicole Marie's personalized service creates a shopping experience like no other in Concord. Experienced and elegantly-dressed fashion consultants welcome customers to the uncluttered space with a glass of Champagne or a cup of Italian coffee while the latest fashion shows play on plasma-screen televisions. Nicole Marie carries exclusive designers including *Blu Girl, See by Chloe, Walter Baker, Tocca, Gossard, Argentovivo, Simone Perele, Max Studio, Blue Cult, J Brand, Earnest Sewn, Lilly Pulitzer, Lacoste, French Connection* and *Urban Outfitters' Free People*. For additional information, please visit <http://www.nicolemariefashion.com>.

About Travelers Aid Family Services

Travelers Aid Family Services, one of Massachusetts, largest service providers to homeless families, has developed a Continuum of Care that works to prevent homelessness as well as assist homeless families regain their self-sufficiency. In their work to end family homelessness last year, Travelers Aid Family Services' case managers provided 457 low-income, homeless families and their 895 children with preventative, emergency, transitional and permanent housing services. The agency also helped 2,389 low-income individuals in crisis (including 596 children) with emergency transportation to domestic violence services, a return to family, to employment, or other resources which can be attained through travel. The approach that Travelers Aid Family Services takes to ending family homelessness, with its focus on prevention and stabilization, helps ensure that at-risk and homeless families resolve their housing crises in a timely fashion and are able to maintain their housing long after they have ended their services. For additional information, please visit <http://www.tafsboston.org>.

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