



FOR IMMEDIATE RELEASE

Thinking Outside the Box

Pink Olive Provides Fresh and Personal Approach to Giving and Beautiful Living

New York, New York – Pink Olive, whimsical gifts for happiness and home, is launching a new venture this fall called OliveBox to remind customers of the joy of creative living.

Americans are constantly on the go and lead busy lives. There is little time to reflect upon and enjoy the simple things that inspire creativity in our daily lives.

Enter OliveBox. The antithesis of an email box full of ‘deals’, OliveBox delivers creative inspiration in a physical form to your doorstep.

The creative team behind OliveBox (including founder Grace Kang – a former buyer for Bloomingdales, Saks.com and Barney’s New York) will curate a thoughtful selection of paper & lifestyle products that will inspire giving and beautiful living.

When was the last time you received something in the mail that made you smile? “Life is about enjoying the journey,” said founder Grace Kang. “It’s those little unexpected surprises that bring joy into your life.” OliveBox is about celebrating those moments and discovering creative inspirations.

OliveBox offers creative finds in the following categories:

- Stationery
- Greeting cards
- Art
- Home décor & lifestyle
- Inspiring books
- Creative magazines

OliveBox subscriptions will launch on September 17, 2012, with the first box of creative products arriving on doorsteps in mid-October. The cost of OliveBox is \$25/month, plus shipping.

OliveBox**Contact:** Grace Kang**Email:** hello@myolivebox.com**About OliveBox**

OliveBox is a monthly subscription service for paper lovers. Every month, our members will receive a delightful box of paper & lifestyle products delivered to their front door. Currently, there is so much clutter in the marketplace and less time to find creative items that inspire giving and beautiful living. We hope to change that with OliveBox and become the go-to retail platform that helps women celebrate and enjoy the journey of life. When customers sign up for OliveBox, they will not only be giving this gift to themselves, but they will be receiving something they can gift forward. The idea behind OliveBox was born out of love for creative finds by Grace Kang, former buyer of Bloomingdale's and Barneys and founder of popular Pink Olive gift boutique in NYC. For more information, visit www.myolivebox.com

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