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COAST INTO THE DOG DAYS OF SUMMER WITH THE COOLEST IDEAS TO DRESS UP YOUR FAVORITE SUMMER CONCOCTIONS FROM FLIPFLOPSTYLE.COM

Find flip-flop drink coasters, deck chairs for your cell phone and fun beach gear

Austin, Texas (July 13, 2005) – It’s summertime and FlipFlopStyle.com makes the living easy with cool ideas to enjoy fun in the sun. Whether entertaining friends poolside, at the beach or in the backyard, you can beat the heat by transforming your party into a virtual island paradise with a little creativity and help from FlipFlopStyle.com.

That’s where you can find the hottest items perfect for the Dog Days of Summer with a wide selection of unique products and accessories that let you dress up just about anything, including your home, wardrobe, and yes, even your cocktail glass with a one of the site’s newest items – a flip-flop drink coaster in four colorful styles.

This summer, the best surfing isn’t at the beach - it’s at FlipFlopStyle.com, because online shoppers can find flip-flop home décor, flip-flop themed stationery, jewelry, hip purses and backpacks and unique gift ideas for a summer soiree. Of course, FlipFlopStyle.com offers the best selection of stylish and outrageously decorative flip-flop sandals to match any hot ensemble this side of St. Tropez.

“Visiting our site makes you feel like you’re away on an endless summer vacation,” said FlipFlopStyle.com founder and Austin-based entrepreneur Lynne Bulta. “While you’re there, you can easily find a host of novel products for your vacation home, to wear to your family reunion, or even tote with you to the ballpark, and so much more,” said Bulta. “This summer-themed shopping experience will help you enjoy this season to the fullest and make you wish you had lifetime supply of sunscreen.”

Here’s a sampling of what’s new at FlipFlopStyle.com right now:

DRESS UP YOUR STEMWARE WITH FUN FLIP-FLOP DRINK COASTERS – Available in 4 decorative styles



Now your drink can wear our favorite sandals - flip-flops! Our decorative flip-flop coasters are designed to fit like Cinderella's slipper on the foot of most stemware. The coaster fits over your glass stem, so the coaster travels with your drink! Colorful cotton with rubber straps and base. Set of four coasters. Available in polka dot and solid colors; cabana stripes; hibiscus hula and tropical rattan. \$19.99

Flip-Flop Beach Sandals Embroidered Beach Towels: Personalize It!



Sunscreen isn't the only essential item for a day at the pool or the beach. These colorfully embroidered super-soft beach towels are perfect for any flip-flop lover and it makes a great gift! Choose from three large embroidered flip-flops or six small embroidered flip-flops. \$24.95

Purchase without personalization or have your towel personalized for just \$10.00 extra.

Sequin Sunglasses Notepads: Assorted Colors

Jot your vacation memories on this stylish sequin sunglasses spiral notepad. Beautiful colors accentuated by hand-beaded sequins. Choose from two styles: oval Cat Eye notepad, or square Ray-Ban inspired notepad. Each notepad style is available in your choice of blue, pink, green or yellow. Measures approximately 8" long. \$15.95



Tropical Colors Organza Watch with Crystal Detail



Accessorize your summer wardrobe from head to toe with FlipFlopStyle.com. Our tropical colors organza ribbon watch is a perfect accessory for vacation or every day. The pearl-style face measures 3/4" and is framed with clear crystals. The quartz movement, sweep second is 1-1/4" wide and the adjustable snap closure fits wrists up to 8". \$21.95

Queen of Clean Flamingo Feather Dusters

Is one of your favorite people the Queen of Clean? Or does she simply love flamingos? This fun feather duster features fun and stylish

flapper-style flamingos with their feathers all ready to dust! The feather duster measures approximately 9-1/2". \$12.95



Beach Chair Cell Phone Lounger: Holder for Cell Phone, iPod, More!



Make every day a day at the beach! Our fun and colorful cell phone beach chair is designed to display your cell phone, business cards, i-Pod, Blackberry, or Beanie Baby. Select from beachfront plaid; rainbow plaid; pink/white plaid; or red/white plaid.

Fits virtually every make and model cell phone. Stands 5" high. \$9.95

Don't let the summer getaway without some of the season's coolest must-have items! New products are always arriving so be sure to check back often to make sure you can find out what's new at FlipFlopStyle.com.