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## **SANTA CLAUS KISSING MOMMY? NATURALLY! HE WAS SO GRATEFUL TO DISCOVER MOMMYSHOP.COM**

### ***PSSST! MRS. CLAUS DISCOVERED DADDYSHOP.COM FOR HER LIST!***

Austin, Texas (September 14, 2005) – You’ve got a l-o-n-g holiday shopping list and you’ve checked it twice. Can you uncover clever gift ideas without running around town or breaking open another piggy bank? Of course! Online shopping is always a great starter and we have not one but three websites that will solve all your holiday needs in a few clicks! Mommyshop.com and Daddyshop.com offer wonderful, original presents for the dedicated mom and dad in your world. But a little fun is needed too, so we suggest a peek at FlipFlopStyle.com where there’s always sunshine -- even in the middle-of-the-night!

“I wanted my websites to be inviting, colorful and resourceful to parents,” explains MommyShop.com’s founder Lynne Segel Bulta. “The concept was to have everything a busy parent needs, right now, stocked online with great visuals and descriptions. I expanded the concept to DaddyShop.com and then FlipFlopStyle.com.” She laughs, “And as a mom myself, I thought that Moms deserve to pick up some stylish items for themselves!”

This Austin businesswoman has uncovered hundreds of practical and pampering gifts. With three websites, she narrowed down her favorites including stocking stuffers under \$10!

### **NEW MOM GIFT IDEAS**

#### **Kecci Shanghai MommyBag Diaper Bag: Ruby • \$58.00**

The Shanghai MommyBag combines fashion and function with bright, color-coordinated water-resistant lining for easy care. The diaper bag features side-bottle pockets for easy access and a changing pad with waterproof lining. There are many inside pockets to organize baby's items. The bag also features interchangeable over-the-shoulder or backpack options with the straps. A clever zippered pocket on the back



hides the backpack straps when not in use. The Shanghai Bag is machine washable and measures 15" x 12" x 5". [www.Mommyshop.com](http://www.Mommyshop.com)

**Money Can't Buy Everything Flip-Flops with Swarovski Crystal Flower: \$46.95**

Want to dress like the stars? These flip-flop sandals have been worn by Jennifer Aniston, Eva Longoria, and other fashionistas. These attitude flip-flop sandals from Down Boys say it all! Black super-soft sandals feature soft cushy soles that cradle your feet, supportive, yet comfortably giving inner sole with arch support, and a treaded rubber bottom. Genuine Swarovski crystal accents and a crystal flower where the straps meet. Clear crystal flower has pink crystal center. Available in sizes small (size 7) and medium.(size 8 - 8.5). [www.FlipFlopStyle.com](http://www.FlipFlopStyle.com)



**STOCKING STUFFERS**

**Good Bites Mini Bites Crustless Sandwich Cutter • \$5.95**



Everyone who sees this will wonder, “why didn’t I think of this?” The crust-less sandwich cutter is an essential tool for any household with young children. With just one motion this cutter removes the crust, seals the edges, and slices your child’s favorite sandwich into quarter pieces. Best of all, it’s child friendly, creates a safe way for children to help out at lunch or snack time and is dishwasher safe! No mess. Lose the Crust! [www.Mommyshop.com](http://www.Mommyshop.com)

**Zipettes • \$8-\$20**



Ever seen someone digging in vain for their cell phone or iPod in the bowels of their purse? No more—Zipettes from The Bead Shop combine the bling of bag candy with the practicality of a stylish solution to that pesky problem. Zipettes are the perfect size to hold your tech in style, clipped to the outside of your tote or purse! Tweens, teens and women will want one of each style since it’s like nothing they have in their purse collection. [www.Mommyshop.com](http://www.Mommyshop.com)

**Desperate Housewife Hand or Bar Towel • \$9.95**

The holidays mean Hostess Gifts! How delightful are these? It’s just the perfect gift idea for your favorite Desperate Housewives fan! Each towel measures 20"x13". Give as an office pollyanna, house warming gift or bunco prize! [www.FlipFlopStyle.com](http://www.FlipFlopStyle.com)



## NEW DAD GIFT IDEAS

### Skip Hop Duo Camo Canvas Diaper Bag • \$52.95

Don't let Mom have all the presents! Here's a handsome holiday or winter baby shower gift for a dad-to-be. The Skip Hop duo's innovative strapping system lets it move quickly and easily from stroller to shoulder. The Skip Hop diaper bag is perfect for savvy and stylish parents. The clean, modern design looks great on both moms and dads. Features include waterproof changing pad, roomy main compartment, two interior bottle/organizer pockets, two roomy front pouches for bottles and sippy cups and so much more! [www.Daddyshop.com](http://www.Daddyshop.com)



### I'm The Dad Decorative Pillow: Perfect for Home or Office • \$21.95



This fun pillow makes a great gift for that special Dad in your life! "Because I'm the Dad, That's Why" Perfect for home or office, it says it all with its fun embroidered message! Pillow measures approximately 12" in diameter. [www.Daddyshop.com](http://www.Daddyshop.com)

### Football Paperweight Quartz Desk Clock • \$19.95

This classy football clock is perfect for football fans and football dads! Great to decorate Dad's desk, bookshelves, or dresser. Clock stands approximately 2 1/2" tall. Watch face features classic roman numerals with sweep second hand and Japanese quartz movement. [www.Daddyshop.com](http://www.Daddyshop.com)



## GIFT FOR NEW BABY

### Wry Baby Holiday Rompers • \$26.95

Have a giggle with baby when he wears one of these sweet cotton rompers that announce "Not An Elf" and "Ate My Dreidel." Choose from two sizes, 0-6 months or 6-12 months. The long legs and long sleeves keep tiny limbs cozy and toasty! Each Wry baby romper comes packaged in a handy vinyl zippered handbag. [www.Mommyshop.com](http://www.Mommyshop.com)



### Stop Copying Me Twin Set Onesies • \$39.95

Got twins? Need humor! These precious onesies come in a set and is the cutest present for parents of twins. Two cotton snapsuits are packaged in one nifty vinyl bag. Choose either 0-6 months or 6-12 months. Another chuckle from the folks at Wry Baby. [www.Mommyshop.com](http://www.Mommyshop.com)



## GIFT FOR CHILD

### Elf Shoes Santa's Helper Long Sleeve Tee • \$24.95



Make Santa's helper official by outfitting them in this cute red long sleeve tee! This t-shirt features two elf feet with the words 'Santa's Helper' written underneath in candy cane lettering and jingle bells attached to the pointy ends of the shoes. (Note: XS shirts do not have jingle bells attached.) Made of soft, 100% cotton these tees are machine washable. [www.Mommyshop.com](http://www.Mommyshop.com)

## HOME DÉCOR GIFTS OR TREAT YOURSELF!

### Christmas Holiday Snow Globe Soap • \$5.95

These snow globes are actually made out of soap and are great for kids and adults. They make cool unique presents, holiday party favors, and novel stocking stuffers! Each snow globe measures approximately 2 1/4"H x 2 1/4"W and comes in a clear plastic box with a red ribbon wrapped around it. Choose from 4 snow scenes: Santa Claus, Penguin, Reindeer or the Snowman. [www.Mommyshop.com](http://www.Mommyshop.com)



### Christmas Holiday Playing Cards • \$4.95



Stir up some holiday card games with these fun playing cards. Each 52-card deck has a velvet ribbon looped on top so they can double as ornaments! Choose from 3 different styles: Snowman, Gingerbread Man, or Santa Clause. [www.Daddyshop.com](http://www.Daddyshop.com)

### About Mommyshop.com, DaddyShop.com and FlipFlopStyle.com

First came Mommy. Texas businesswoman Lynne Segel Builta first founded MommyShop.com. with the help of her two young children, Caroline and Cody. “My children are my greatest accomplishment and are, of course, works in progress! In raising my children, I have found that the best guidance I receive is from other Mommies and Daddies. They are the true experts.”

The MommyShop.com concept proved so successful that Lynne gave birth to DaddyShop.com for the macho shopper! One good shopping experience inspires another and FlipFlopStyle.com soon joined the family with sassy flip-flop footwear, accessories, fashions, jewelry, and home decor. As everyone now knows, flip flops are great from the beach house to the White House!

Launching new websites, juggling work and a growing family is all worth it when, as Builta explains, “... they wrap their little arms around you, give you a big, sticky kiss, and say, "I love you, Mommy!"

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