

FOR IMMEDIATE RELEASE



THE ANSWER TO THE ILL-FITTING JEAN IS HERE isABelt is now carried at Monkee's Stores in the South East

isABelt Debuts in Monkee's stores throughout the Southeast

October 2, 2008 –Tired of tugging and pulling on your jeans to keep them up or worried about the gap between the denim and your body? There's a new solution and it's available at Monkee's stores. The revolutionary isABelt eliminates the unwanted slippage associated with jeans and loose-fitting waists without the unnecessary bulk of a traditional belt. The isABelt has arrived at Monkee's stores and locations can be found at www.shopMonkees.com.

isABelt is a thin, clear, adjustable belt that keeps your pants streamlined against the waist and eliminates the bunching created by other belts. isABelt's unique design allows each individual to customize the fit of the belt with the fit of their waist, and also combats "back gap," that embarrassing flash of skin that appears when you bend down to pick something up. Available in sizes small, medium, large and Plus. isABelt retails for under \$20 each.

Monkee's a ladies store beyond your "girlie" imagination, known to have the finest lines in shoes, clothing and accessories. You can choose from a variety of shoe and accessories designers or clothing designers. Monkee's has locations in Banner Elk, Blowing Rock, Asheville, Chapel Hill, Greenville, Greensboro, Davidson, Charlotte, Raleigh, Southern Pines, Winston-Salem, Wilmington, in North Carolina...Charleston, Greenville, in South Carolina...Fredericksburg, Onley, in Virginia...Savannah, Duluth, in Georgia...and in Nashville Tennessee.

For more information or to shop online, visit www.shopmonkees.com