



For Immediate Release

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First-Ever Ugly Sweater Store Launches in Time for Holiday Parties

Two Chicago Entrepreneurs Launch Online Retail Boutique to Serve Ugly Sweater Party-goers

Chicago, Ill., November 4, 2008 – Trendy ugly sweater parties are already filling holiday calendars and panic is likely setting in among party-goers trying to find the perfectly unique ugly sweater. To alleviate party-goers' stress, two Chicago entrepreneurs have launched the first-ever Ugly Sweater Store at www.UglySweaterStore.com. The Web site provides consumers with a plethora of quality, one-of-a-kind ugly sweaters that promise to make party-goers stand out.

“Through the years we’ve developed a strong passion for ugly sweater shopping and realized we could save people a lot of time during the busy holiday season by collecting these sweaters in one shopping location,” said Jenny Keeney, co-founder of the Ugly Sweater Store. “We found we had a knack for finding castaway ugly sweaters and I think party-goers will be pleased with the selection, quality and ugliness of our inventory.”

The definition of an ugly sweater, according to co-founders Jenny Keeney and Clarissa Trujillo, is: an overly-gaudy garment that is often adorned with large appliqué or knitted cartoon-like figures and sometimes made of bad color combinations. Beading, bells, buttons and sequins are sometimes used to embellish the garment.

“When people visit our website, they will see a wide variety of sweaters that include both tacky Christmas sweaters and just plain ugly sweaters,” said Clarissa Trujillo, co-founder. “We recognize that our customers will come with their own idea of what an ugly sweater may be and our job is to reach a range of personalities and purposes.”

On the Web site, visitors will find photos of currently available sweaters in The Closet section, instructions to properly care for sweaters, along with ugly sweater events around the country. Prices for these unique and ugly sweaters range from \$10 to \$25 and shipping is just a few bucks extra.

About the Ugly Sweater Store

The Ugly Sweater Store was founded in fall 2008 by Jenny Keeney and Clarissa Trujillo, two friends and fellow carpoolers who had plenty of time to build the business from the congested highways of Chicago. Their mission is to quickly and conveniently provide people nationwide with quality ugly sweaters that will end their sweater-searching woes and turn all eyes on them at the party.