



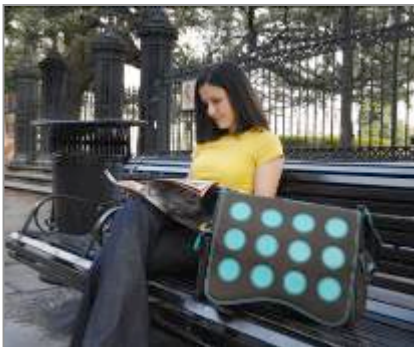
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KALENCOM INTRODUCES HADAKI: TRENDY ACCESSORIES FOR ANY LIFESTYLE

Kalencom, the New Orleans based diaper bag company, is unveiling a new division which is catapulting the company into a new market. The new **Hadaki** line of “pods to fit your lifestyle” was designed for both men and women – from students to young professionals and beyond -- who tend towards hip and trendy styling. The line includes computer bags, backpacks, small handbags and coordinated accessories, perfect for travel or trips around town.

“We have become such a mobile society that most young people are never without their laptop, blackberry or some device that keeps them connected at all times,” comments Monica Kalozdi of Kalencom Corporation. “The new Hadaki line was designed with mobility in mind which is coupled with the exciting graphics and designs that Kalencom has been offering consumers for over three decades.” The Hadaki line features all leather accessories in arresting color combinations as well as vinyl and nylon bodies with leather trim for accent.



The large Multitasker bag securely holds a fullsize laptop and additional folders and personal items, while the small version can be used as a handbag or a laptop bag for a smaller 10” computer, which is becoming increasingly popular among students. Side pockets keep phone and blackberry at your fingertips. Extra long adjustable straps allow one to wear it across the body, thus leaving hands free to talk, text, eat...or any combination of multi-tasks. These styles are available in bright stripes, colorful designs or a gumdrop motif featuring large colored dots on a brown background. A new backpack with multiple pockets and stretch straps is also being introduced in the two designs.

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The new Hadaki line also includes the Scoop Sling, a small square bag that is worn close to the body, featuring an extra long strap. A group of coordinating nylon scoop pods is perfect for cosmetics, pens and pencils, and the smallest can even be used as a change purse. A clip on phone pod is also available in a rainbow of colors. “The Hadaki line is expanding everyday, and by summer we expect to add coordinating shoe pouches, insulated lunch bags and free spirited tote bags,” concludes Kalozdi.

Prices range from \$12 for the small scoop pods and accessories to \$140 for a printed coated tote. Visit www.hadakishop.com for additional information.



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