

Gloria Duchin Inc.

News Release

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Gloria Duchin Introduces *Go Red for Women* Red Dress Ornament

10% of the sales will benefit the American Heart Association

East Providence, RI -- September 1, 2006 -- Gloria Duchin Inc., a leading manufacturer specializing in seasonal, handcrafted metal work, all made in the USA, is proud to announce the arrival of their *Go Red for Women*, Red Dress holiday ornament. Gloria Duchin is a woman owned and operated company and recognizes the importance of women's heart health. As proud supporters of the American Heart Association, they designed the *Go Red*, red dress ornament to celebrate the movement for the holidays. The 24 Karat goldtone design measures 2 ½" x 1 ¾" in size, and is generously accented with red glitter to add sparkle to any tree.

With each purchase, Gloria Duchin will donate 10 percent of the purchase price of the ornament to the American Heart Association with a minimum donation of \$10,000, to be used in the education and prevention of heart disease in women. The Red Dress ornament will be sold exclusively in select CVS/pharmacy stores and on CVS.com for \$4.99 this season.

About the *Go Red For Women* Movement

Go Red For Women is the American Heart Association's nationwide movement that celebrates the energy, passion and power we have as women to band together and wipe out heart disease. Sponsored by Macy's and Pfizer with additional support from the PacifiCare Foundation and Bayer Aspirin, *Go Red For Women* began in February 2004, and has since grown into a vibrant national movement as more women, men, celebrities, healthcare professionals and politicians embrace and elevate the cause of women and heart disease. For more information, please visit www.GoRedForWomen.org.

About the American Heart Association

The American Heart Association is a national voluntary health agency whose mission is to reduce disability and death from cardiovascular diseases and stroke. Founded in 1915 by a pioneering group of physicians and social workers, The American Heart Association's goal is to provide credible heart disease and stroke information for effective prevention and treatment. For more information, please visit www.heart.org.

About Gloria Duchin Inc.

Founded in 1979, Gloria Duchin is a leading manufacturer of metal ornaments and gifts, renowned for quality, creative excellence and delivery. Located in East Providence, RI, the company produces all of its ornaments and accessories in the USA. For more information about Gloria Duchin, please go to www.gloriaduchin.com

