



**LILLIANS® WELCOMES ITS NEWEST FRANCHISE LOCATION
IN EAU CLAIRE, WISCONSIN**

***Trendy, "Ridiculously Affordable" Fashion, Handbags
and Seasonal Accessories will be Available to Local Fashionistas
Starting Thursday, October 20th!***

FOR IMMEDIATE RELEASE

EAU CLAIRE, Wisc. (Oct. 12, 2011) - Lillians®, The Hippest Shoppe in Town®, today announced the opening of its newest franchise in the charming location of Eau Claire, Wisc. Like all 39 current Lillians locations, this new addition offers women the latest looks in boutique and department store fashions and accessories at "ridiculously affordable" prices. They will follow the brand's unique "occasional sale" with "un-traditional hours" concept opening their doors either the first or second Thursday through Sunday each month, year round.

Lillians of Eau Claire is owned by Judy Schafer, and will celebrate its grand opening from Thursday, Oct. 20th thru Sunday, Oct. 23rd. This shoppe is located at 2625 Birch Street, and will hold its regular public sales the first Thursday through Sunday each month starting in November.

Eau Claire is the eighth location in the state of Wisconsin, which includes Appleton, Fond du Lac, Hudson, LaCrosse, Madison, Milton, and Rice Lake. The company's current portfolio of 39 locations also includes 17 in the state of Minnesota. Others are located in Iowa (3), Missouri (2), North Dakota (2), South Dakota (2), Illinois (1), Colorado (3) and Texas (1).

"This is an exciting time in our company. We recently celebrated our 6th anniversary in our first Shoppe in Buffalo, Minn.," said Cindy Deuser, CEO of Lillians Holdings, Inc. "We built our business on selling a retail sensory shopping experience, complete with all the bells and whistles that women want. Our aim is to stand out in the retail crowd and serve up a memorable experience!"

Deuser went on to invite all the ladies throughout the Eau Claire area to stop by the newest Lillians location in October, enjoy some complimentary sweet treats and beverages, and discover for themselves why Lillians is the "Hippest Shoppe in Town."

About the Lillians Experience

Guests entering a Lillians shoppe are not only greeted by the owner's friendly smile, but also by the familiar sounds of Dean Martin and Frank Sinatra as well as the smell of freshly brewed coffee. After selecting a sweet treat and meandering around the shoppe for a while, it becomes

obvious by the wide variety of “priced-within-your-means” handbags and wallets, fun and funky jewelry, fashionable scarves, incredible fashion, and a variety of other seasonal items, that this is a shopping experience like no other!

If the sights and smells aren’t enough, the sound of ringing bells and women yelling simply adds to the atmosphere of craziness and fun. One bell is rung when either a free handbag (up to \$30 value) is earned with a full Lillians punch card, or when a “Lillians virgin” enters the shoppe for the first time. Another oversized cow bell is rung with a special announcement – “Ladies...there’s a man in the store!”

Finally, each month Lillians extends a special invitation for guests to host their own private shopping party called “Diva Nights®.” At these ultimate girls' night out events, each group gets a preview of the month’s hot new inventory, indulges in complimentary light appetizers and sweet treats, and enjoys a bit of pampering with complimentary salon services such as hand massages, mini manicures or eyebrow waxing.

For more information about opening dates and times of the new Lillians of Eau Claire or any Lillians location, visit www.lilliansshoppe.com.

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Lillians Holding Inc., parent company for Lillians Shoppes, began franchising throughout the United States in early 2008 after a three-year run of continuous growth in Main Street settings across the Midwest. Open only four days a month, the Lillians reputation is being built by the company’s ability to provide women with the hippest new fashion and accessories in a decidedly “un-mall” shopping experience with “un-traditional” hours at affordable prices. Franchise information is available at www.lilliansshoppe.com. Just click on “Own a Shoppe.”

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