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FOR IMMEDIATE RELEASE

Hot Mama opening three new stores in next three weeks

MINNEAPOLIS (October 21, 2009) – Hot Mama is opening three new stores in the next three weeks. The retail company is working with Minneapolis-based design and marketing firm, Shea, Inc., which has been providing design services for the upscale boutique since its inception in 2004. The latest installments of this locally-based concept include a relocated flagship store in Edina, Minnesota, and brand new stores in Roseville, Minnesota and Algonquin, Illinois.

Hot Mama is an extremely popular and rapidly growing upscale boutique targeted toward fashion-forward moms. The concept was developed in 2004 by Megan and Mike Tamte, placing the spotlight on moms and moms-to-be. Focused around the theme of motherhood, Hot Mama offers contemporary designer clothing in a warm and welcoming family-friendly shopping environment.

Shea, Inc. joined forces with Hot Mama as the company entered the marketplace, and assisted with company positioning and concept development. Shea then helped to infuse the brand personality into the design of the company's first location in Edina, Minnesota, which was voted as the #1 Women's Clothing Store in *Edina* magazine's "Best of 2008" issue, featuring Megan Tamte, CEO of Hot Mama, on the cover. This week, the flagship store is moving 100 yards east to 3914 W. 50th Street, and the larger location will offer more space, more merchandise and more dressing rooms. It opens this Thursday, October 22.

Since the launch of the Edina store, Shea has worked with Hot Mama on each of their new store designs. There are currently four Twin Cities locations, and Hot Mama will open another (Company Store #12) at The Plaza at Roseville Center in Roseville, Minnesota on Wednesday, November 4. The company also has stores in Michigan and Colorado, and will open their 13th location in Algonquin, Illinois on Wednesday, November 11.

Hot Mama, 50th and France, 3914 W 50th Street, Edina, MN 55424
Hot Mama, 815 The Plaza at Rosedale Center, Roseville, MN 55113
Hot Mama, Algonquin Commons, 1958 Randall Road, Algonquin, IL, 60102
www.shopmama.com

Shea, Inc. is a marketing and design firm integrating expertise in marketing, architecture and interior design. Shea blends diverse perspectives, skills, cultures and knowledge into solid creative strategy for clients. Shea's client list includes Macy's, TCF National Bank, Morton's The Steakhouse, Wells Fargo and Midcontinent Communications. For more information on Shea, please contact Andy McDermott at 612.594.4245 or visit our Web site www.shealink.com.

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