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FOR IMMEDIATE RELEASE

Hot Mama opens three new stores in three weeks

MINNEAPOLIS (May 7, 2010) – Just as they did last fall, Hot Mama has opened three new stores in a three week span. This rapidly growing retail company worked 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 stores in Madison, WI; St. Louis Park, MN; and Eden Prairie, MN, bringing the total number of Hot Mama stores to sixteen.

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 past fall, the flagship store moved 100 yards east to 3914 W. 50th Street.

Since the 2004 launch of the Edina store, Shea has worked with Hot Mama on each of their new store designs. There are currently seven Twin Cities locations, including the new Eden Prairie store, which opened April 14 in Windsor Plaza, and the new St. Louis Park store, which opened April 28 in the Shoppes at West End. The company also has stores in Illinois, Michigan, North Dakota and Colorado, and opened a new location at the Hilldale Shopping Center in Madison, Wisconsin, on Wednesday, April 21.

Hot Mama, Windsor Plaza, 11995 Singletree Lane, Eden Prairie, MN 55344
Hot Mama, The Shops at West End, 1632 West End Blvd, St. Louis Park, MN 55416
Hot Mama, Hilldale Shopping Center, 666 Midvale Blvd, Madison, WI 53705
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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