



splice style

7605 Cartier Street, Vancouver, British Columbia, Canada V6P 4T2
Tel: (604) 306-7811 | sandra@splicestyle.com | www.splicestyle.com

Smother your lover with more than just chocolate paint this Valentine's Day

VANCOUVER, British Columbia, Canada (January 14, 2009) – Splice Style launches a sporty line of matching pillowcases and challenges active couples to smother each other in the bedroom with a good old-fashioned pillow fight. This Valentine's Day, Splice Style designer offers consumers a creative gift option and introduce a new meaning to bedroom fun.

Two months after the Christmas gift-giving frenzy, lovers and friends are faced with the challenge of finding the perfect Valentine's gift. According to the National Retail Federation's 2008 Valentine's Day Consumer Intentions and Actions Survey, the average American consumer spent \$122.98 last year on gifts for loved ones. This year with the economic downturn, money-conscious consumers aren't cutting back on the gifts but are looking for value and affordability in their purchases.

Splice Style pillowcase gift sets, priced at under \$25, offer a fresh and thoughtful solution. The gift sets includes His and Her pillowcases, with a different design printed across each one. Placed together, side by side, the pillowcases form a portrait that depicts a couple sharing a special moment while partaking in an outdoor sport or activity. "We believe that a lot of these special trips and outdoor activities create the bonds and memories that last forever", says Splice Style founder, Sandra Yue.

Match in Motion, Splice's first product line, focuses on the outdoor savvy consumer. With five vibrant designs for the mountain biker, snowboarder, skier, soccer player, swimmer and Ultimate Frisbee elite, consumers can find a style that best represents the relationship they have with their loved ones.

About Splice Style

Splice Style was founded in 2008 in Vancouver, British Columbia, by Canadian designer, Sandra Yue. With her keen interest in sports and outdoor activities, Sandra designed her first Splice Style product line, Match in Motion. All Splice Style pillowcase gift sets can be purchased online at www.splicestyle.com.

-30-

For photos, interviews and media kits, please contact:
Sandra Yue
Splice Style
Tel: (604) 306-7811 | Email: sandra@splicestyle.com