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THE REAL “STARS” OF THE 2008 OLYMPIC GAMES Starologie Captures The Stars Of The Olympic Games To Begin Limited Edition Star Story Tee Collection

New Castle, PA May, 2008 – Starologie, a specialty apparel company, is pleased to announce the addition of the Limited Edition Beijing Olympic Star Story Tee to its Star Story Tee lineup. Featuring a snapshot of the stars over Beijing on August 8, 2008 at 8:08:08 pm, **the time of the opening of the Games**, each Star Story Tee shines in the colors of the Olympic rings thanks to the beautiful, colored Swarovski crystals that make up the stars on the shirt. Founder and President **of Starologie**, Ryan Mitchell says “A Star Story is a celebration of the special moments in our lives that we remember and share with the world and the opening ceremony of the Olympics is just such an occasion for millions of people. We think it is the perfect start to our Limited Edition Star Story Tee collection.”

The Limited Edition Beijing Olympic Star Story Tee will be sold through the Starologie website only until the closing ceremony of the Olympics. Then it will become the first retired Limited Edition Star Story Tee of the limited collection.

Starologie began in the summer of 2007 when Mitchell was searching for the perfect gift for his girlfriend, Melissa. Unable to find a one-of-a-kind gift that was both meaningful and luxurious, Mitchell created the first Star Story Tee. “When I saw the emotional reaction that she (Melissa) had to reading the card and seeing the shirt for the first time, I knew that this was a great idea. Every similar reaction that we get just confirms it.”

For more information on the limited edition Olympic Star Story Tee and other designs, visit the website at www.starologie.com.

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