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**WAVES OF GRATITUDE LAUNCHES NEW WEBSITE AND NEW IMAGE
Introducing Beautiful and Meaningful Jewelry and Apparel with Style that Inspires**

12/01/2009: BOSTON, MA – Waves of Gratitude has a lot to be grateful for this holiday season. The company based in Derry, New Hampshire debuts its new website and new image today at www.wavesofgratitude.com to sell beautiful and meaningful Inspired Jewelry and Inspired Apparel with plans to introduce Inspired Home Accents in the near future.

Waves of Gratitude founders Cheryl Nordyke and Kim Wierman built the company on the strong belief that everyone should have the opportunity to “wear” symbols of gratitude that have style and meaning. The mission of Waves of Gratitude is to offer products that inspire people to remember the importance of expressing gratitude. "After finding myself unemployed for the first time at the age of 42, I went searching for a piece of jewelry to remind me to be grateful regardless of my situation," said Cheryl Nordyke, CEO. "When I was unable to find anything that spoke to me, Kim and I decided to create our own products that inspire and express our gratitude."

Inspired Jewelry by Waves of Gratitude includes bracelets and necklaces, with earrings coming soon. Founders Cheryl and Kim collaborated with renowned jewelry designer Jessica Fields to develop the ‘Branches of Hope’ pendant, the flagship of the Inspired Jewelry line. Fields also developed the Create-A-Wave collection that includes six unique sterling silver wave-inspired pendants that can be worn separately or in unique combinations on Waves of Gratitude bracelets and necklaces.

Inspired Apparel is a sophisticated line of signature tops that feature the new company monogram. There are 19 Signature Tops in the first designer collection available exclusively from Waves of Gratitude at www.wavesofgratitude.com.

Customers who purchase Inspired Jewelry and Inspired Apparel will give back, in the spirit of the holiday season. Waves of Gratitude, a company with a strong commitment to giving back, has selected the Susan G. Komen for the Cure as the recipient of 10% net profit donation through December 31, 2009.

To view the new website and new image of Waves of Gratitude, visit www.wavesofgratitude.com. For more information about this news release, contact Cassandra Nicholson, Communications Strategist at Laidlaw Group LLC, by phone at 617.423.2801 x. 203 or email pr@wavesofgratitude.com.