



PRESS RELEASE

AmeriBag's Leather Healthy Back Bag® tote Wins Four Top Buzzillions® Reviewers' Choice™ Awards, Including Best Overall Women's Handbag

The Company Picks Up Four Top Awards And Is A Finalist For Thirteen Additional Awards From The Web's Premier Hub For Customer Reviews.

Kingston, NY, April 9, 2009. AmeriBag, Inc., manufacturer of the world renowned Healthy Back Bag® tote, is pleased to announce that its small Classic Leather Healthy Back Bag® tote is the winner of four Buzzillions Reviewers' Choice Awards, including Best Overall Women's Handbag and Women's Handbag for Comfort-Oriented People. These awards are selected based on the opinions of real consumers who have purchased and used the bags and posted their reviews on Buzzillions.com, the web's premier hub for customer reviews.



The small AmeriBag Leather Healthy Back Bag® tote (shown in Cognac) is the winner of four Buzzillions® Reviewers' Choice™ Awards.

"Word of mouth has propelled the Healthy Back Bag to where it is today," states AmeriBag President and CEO, Irwin Gaffin. "Someone buys the bag, wears it, tells their friends about it, and before we know it, their friends are all buying the bag too. These Buzzillions Reviewer's Choice Awards only strengthen our belief that customer satisfaction is ultimately what really matters. It's what has made our product so successful, even in these tough economic times." Gaffin goes on to say how the Classic Leather Healthy Back Bag® tote is AmeriBag's most renowned core product and has helped the company attain retail sales of over \$200 million. In fact, the Healthy Back Bag® tote has been touted as the world's most comfortable shoulder bag, and its trademarked shape and patented design have made millions of fans worldwide.

The additional two categories that the small Leather Healthy Back Bag® tote received awards in are Women's Handbags for Stylish-Driven People and Women's Handbags for Practical Users, supporting the fact that users don't have to sacrifice style for comfort, quality and functionality. Other AmeriBag products that received Buzzillions® Reviewers' Choice Finalist Awards were the small and extra small cotton canvas Healthy Back Bag® totes, the small distressed nylon Healthy Back Bag® tote, the leather Widebody Healthy Back Bag® tote and the Metro Collection "Rio" handbag.

Buzzillions.com is the only product review site that categorizes its reviews by "user personality", enabling consumers to get ratings and reviews from people just like them. "Most product awards are judged by a small group of experts," states Andy Chen, CEO of Buzzillions. "The Buzzillions®

The small AmeriBag Leather Healthy Back Bag® tote (shown in Black)



Women's Handbags Best Overall

Women's Handbags For Stylish-Driven People

Women's Handbags For Practical Users

Women's Handbags For Comfort-Oriented People

The extra small AmeriBag Leather Healthy Back Bag® tote (shown in Espresso)



Women's Handbags Best Overall

Women's Handbags For Stylish-Driven People

Women's Handbags For Practical Users

Women's Handbags For Comfort-Oriented People

The extra small AmeriBag Distressed Nylon Healthy Back Bag® tote (shown in Espresso)



Women's Handbags Best Overall

Women's Handbags For Stylish-Driven People

Women's Handbags For Practical Users

Women's Handbags For Comfort-Oriented People

The extra small AmeriBag Cotton Canvas Healthy Back Bag® tote (shown in Fern)



Luggage For Comfort-Oriented People

The small AmeriBag Cotton Canvas Healthy Back Bag® tote (shown in Natural)



Women's Handbags For Stylish-Driven People

The extra small AmeriBag Leather Widebody Healthy Back Bag® tote (shown in Bern w/ matching Baglett)



Women's Handbags For Comfort-Oriented People

AmeriBag Metro Collection "Rio" Bag (shown in Taupe)



Women's Handbags For Comfort-Oriented People
Women's Handbags For Practical Users



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Reviewers' Choice Awards are unique in that they are judged by the people, for the people. It speaks volumes for AmeriBag to be recognized by the toughest judges of all — their customers."

And Gaffin agrees. "We're thrilled to hear that our customers think so highly about our product. At the end of the day, it's the customer who makes the decision on whether or not a product is successful." And judging by the numerous awards, along with worldwide sales of the product, it looks like the Healthy Back Bag® tote is a winner all around.

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About AmeriBag

AmeriBag, Inc. was formed in 1987 and the Healthy Back Bag® tote was issued US Patent # D363599 in 1995. The shape of the Healthy Back Bag® tote is a registered trademark of AmeriBag, Inc. Developed with the help of a doctor, the Healthy Back Bag® tote was designed to reduce apparent stress on the neck, shoulders and back - improving posture and making the weight of the bag feel lighter. The unique shape and organizational design concepts have revolutionized the industry and have given way to other AmeriBag styles and products. Core values of the privately owned company, based in Kingston NY, are reflected in the uncompromising union of style, functionality, value and quality of product.

About the Buzzillions® Reviewers' Choice™ Awards

Buzzillions Reviewers' Choice Awards are selected utilizing a special algorithm that ranks products reviewed by consumers in the calendar year of 2008. This algorithm incorporates star ratings, number of reviews and the reliability of the reviewers (reviews by "Verified Buyers" are given more weight). The #1-ranked product is awarded "Reviewers' Choice Winner" status. The #2 - #5-ranked products are awarded "Reviewers' Choice Finalist" status. Buzzillions.com, which has nearly five million reviews, is a one-stop product research site for consumers, providing reviews and recommendations from real product users for more than 700,000 products in thousands of categories, including consumer electronics, apparel, sporting goods, health & beauty and home & garden.