

For Immediate Release

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World Shoppe Launches New Line of Fair Trade Jewelry from South Africa at Beckman's Handcrafted Gift Show

Chicago, IL (January 4, 2010) – World Shoppe will debut a new line of copper and brass jewelry with semi-precious gemstones from South Africa at the Beckman's Handcrafted Gift Show[®] Chicago, January 23-26, 2010. The line, handmade by 18 artisans from the Western Cape province of South Africa, includes necklaces, cuffs, bracelets and earrings.

All of the items from World Shoppe are fairly traded and produced by hand in a small studio in a rural area of the Western Cape province. Megy Karydes, founder of World Shoppe, met the designer of the jewelry line on her trip to South Africa in August and is currently working with her on new designs. The inaugural collection includes 24 necklaces, over 30 cuffs and 26 pairs of earrings.

"The designs are nothing like what I've seen in the United States," says Karydes. "They have the look and feel of jewelry that can be found at nicer gift and clothing boutiques but at very accessible price points designed to move in a retail marketplace. The range is wide and the semi-precious gemstones give the designs that extra edge that consumers are looking for in accessories today. They are also fairly traded which is very important to me."

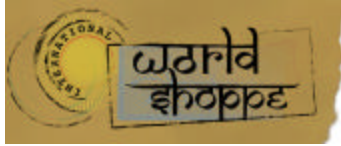


Fair trade is an international movement designed to eliminate global poverty by providing fair wages to artisans in developing countries. In addition to fair wages and good working conditions, there is no sweatshop or child labor used in the making of the products.

World Shoppe will be at Booth 8-8114 at the Beckman's Handcrafted Gift Show[®] Chicago at the Chicago Merchandise Mart from January 23-26, 2009. To see the entire line of jewelry, please visit www.World-Shoppe.com and click on the categories Necklaces, Bracelets or Earrings.

For more information, contact Megy Karydes at 312-560-2715 or email megy@World-Shoppe.com.

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Company Background

World Shoppe: Catalyst for Change

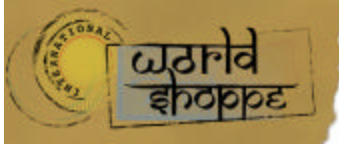
World Shoppe began as a social enterprise by Megy Karydes as a volunteer project. With an interest in women's issues and giving back, Megy launched World Shoppe in 2004 to support women who didn't always have a voice in matters of their health, family or community. What started out with just a few products from a handful of developing countries became a full fledged business with products from hundreds of artisans all over the world and support from thousands of loyal customers who know that each purchase they make really makes a difference to the lives of our artisan partners.

World Shoppe has always used its business to promote fair trade and sustainable living conditions in our community, our country, and around the world. It encourages everyone to get involved because it believes that the smallest voices, joined together, can make the biggest change.

Today, World Shoppe proudly works with several artisan cooperatives, non-governmental organizations and locally controlled small businesses in some 32 countries. In 2009, it began working directly with an artisan group in South Africa marketing its copper/brass line of jewelry.

World Shoppe is committed to:

- Providing work and income for the most economically disadvantaged artisans throughout the world;
- Promoting fair trade;
- Encouraging the empowerment of women and physically challenged individuals through raising their self-esteem, dignity and self-sufficiency;
- Creating a non-exploitive, supportive business environment in which women of different religions, ethnicities and ages can gain energy and learn to work together
- Protecting children's rights;
- And developing employment opportunities for many artisans, many of whom would not be employable in mainstream business.



What is fair trade?

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The fair trade movement is a global network of producers, traders, marketers, advocates and consumers focused on building equitable trading relationships between consumers and the world's most economically disadvantaged artisans and farmers.

What is a fair wage?

Producers receive a fair wage when they are paid fairly for their products. This means that workers are paid at least that country's minimum wage. Since the minimum wage is often not enough for basic survival, whenever feasible, workers are paid a living wage, which enables them to cover basic needs, including food, shelter, education and health care for their families. Paying fair wages does not necessarily mean that products cost the consumer more. Since fair trade organizations bypass exploitative middlepeople and work directly with producers, they are able to cut costs and return a greater percentage of the retail price to the producers.

What does "fair" really mean?

The word "fair" can mean a lot of different things to different people. In alternative trade organizations, "fair trade" means that trading partnerships are based on reciprocal benefits and mutual respect; that prices paid to producers reflect the work they do; that workers have the right to organize; that national health, safety, and wage laws are enforced; and that products are environmentally sustainable and conserve natural resources.

Products sold by fair trade organizations are often items like crafts. How can fair trade provide stability to producers if it's based on non-essential items?

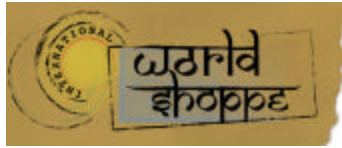
Craft items often play an important cultural role in the society in which they're produced. Clothing, utensils, bowls, baskets, and ritual items are windows into the heart of a culture. As we embrace becoming citizens of the world, our appreciation for cultures other than our own is magnified.

Since the value of fair trade goods is so small compared with that of profit-oriented trade, isn't fair trade insignificant in its impact?

For a Peruvian weaving cooperative making only a few hundred dollars a year, a \$1,000 craft sale to a fair trade organization is a significant increase in income. In some parts of the world, fair trade earnings are turned over to the community to improve quality of life. The money may fund a potable water system or provide health education or bring an adult literacy program to the community.

Do fair trade goods cost more than comparable non-fair trade goods?

Generally, fairly traded items do not cost more than other goods because the large percentage taken by middle people is removed from the equation. The cost remains the same as traditionally traded goods; however, the distribution of the cost of the product is different. In some cases, like coffee, the producers receive a significant price more per pound, and the price is higher than grocery store coffee, but comparable to gourmet coffees.



Focus: South Africa

Below are some photos of our artisan partners in South Africa as well as a small selection of jewelry from our most recent collection. For hi-res jpg images, please contact Megy Karydes at 312-560-2715 or megy@World-Shoppe.com.



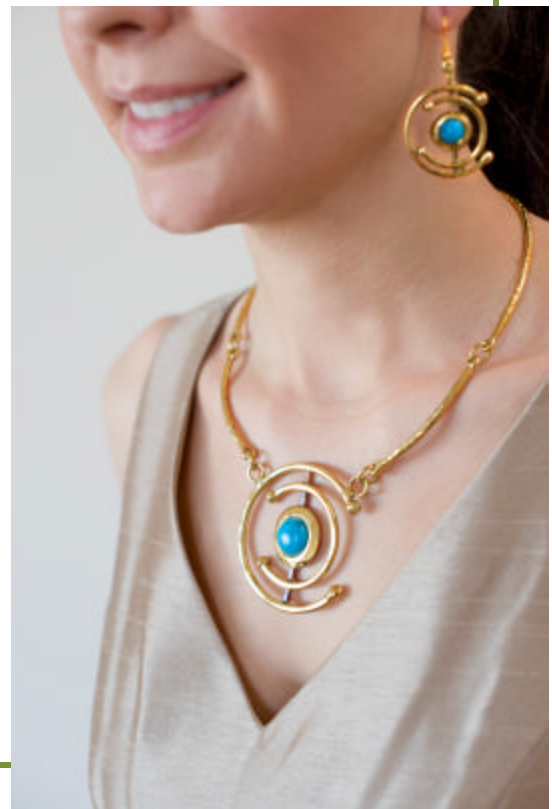
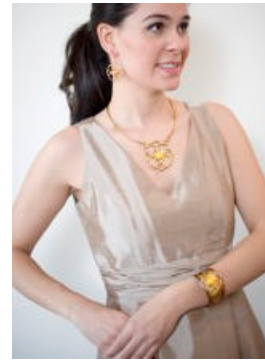
Mahlubi



Naomi & Veronica



Yolanda





Select Media Coverage



Lucky
December 2004



Chicago Parent
November 2009



Gifts & Decorative Accessories
December 2009



Oprah at Home
Winter 2006



Everyday with Rachael Ray
September 2008



Natural Health
January 2006