

PRESS RELEASE

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MONOGRAMMING RULES APP RELEASED FOR THE iPhone AND iPod TOUCH

Greenville, S.C. – Monogramming, the art of applying one's initials to everything from towels to jewelry to shoes, is hot these days. Celebs including Taylor Swift, Tori Spelling, Miley Cyrus, and Kourtney Kardashian have been spotted sporting monogrammed jewelry on runways and stages - as well as out to lunch.

There is no doubt monogramming is popular, but exactly what the rules are for creating a monogram can be a little confusing. This week [The Pink Monogram](http://www.thepinkmonogram.com) (www.thepinkmonogram.com) released a new app for the Apple iPhone and iPod Touch to help guide consumers through the maze of monogramming rules.

Users can choose who the monogram will be for from a list that includes Single Woman, Single Man, Married Couple, and Same-Sex Couple. The rules provided reflect both traditional monogram styles and more modern takes on the fashion.

For example, you can learn that “Traditionally a woman's monogram is a 3-letter monogram where the center initial is larger. In this style a married woman's monogram uses her first name initial, married last name initial, and maiden last name initial, in that order.”

The app is free and can be downloaded from the Apple App Store on any iPhone or iPod Touch.

iTunes App Page:

<http://itunes.apple.com/us/app/monogram-gift-rules/id399077719>

The Pink Monogram App Page: http://www.thepinkmonogram.com/15636/iphone_monogram_gift_rules

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