

FOR IMMEDIATE RELEASE:

Jamie Raquel, Inc. Introduces the LifeSTYLE File Tote

(Visalia, CA) In this digital age of cell phones, computers, laptops and BlackBerrys, paper documents and files have yet to become extinct. In fact, they're piling up everywhere: in our office, in our home and even in our car.

Diana Peck, founder of Jamie Raquel, Inc., aims to put those piles of files in order and in vogue. It's the reason she created the LifeSTYLE File Tote.

"We've redesigned the file box by adding glamour and style," she said. "And the feedback we've been receiving is awesome."

When it comes to business, Peck says, image counts. She wants us to stop carrying our files in a cardboard or plastic file box or stacked in our arms in a messy heap. A file tote not only provides the benefit of staying organized, it's also attractive and feminine.

"Most women are tired of the boring, black briefcase," Peck said. She believes her file totes are more versatile and appeal to both professional women and stay-at-home moms.

"A woman in the business of family management needs an alternative to the briefcase," she said. "Just look in my car any day and you'll find paperwork for school fundraisers and sports teams, my volunteer work, bills to pay and the mail I just picked up. My tote helps me keep it all together so it's not sliding around on the seats in my car."

The LifeSTYLE File Tote is a hybrid design, both a file box and a handbag. The core is made of fiberboard, with the body of the tote constructed as a box. Imbedded in the core are two six-inch file rods, which hold standard letter-size hanging files. The interior has three pockets for phone, PDA, pens, business cards, etc. The outer material is smooth faux leather available in bright, vibrant colors, each with coordinating, multi-colored lining. The tote can be used to store files on a desk top and has purse handles to take it on the go. The large, open-top design provides easy view and access to files and papers. Peck says when she throws in a calculator, stapler and other essentials, her tote becomes a portable office.

"It perfectly combines affordability, functionality and style in one very cool package," said Dena Pasis of About.com Guide to Personal Organizing. "You will wonder how you ever lived without it." Pasis voted it one of her Top 5 Organizing Products for 2009.

The LifeSTYLE File Tote retails for \$48 and is available online at www.jamieraquel.com.

So, who is Jamie Raquel? Peck said it's the name she had chosen for her fourth child. After three sons, she was told she was finally having a girl. However, she said, on September 3, 1997, beautiful Brandon James was born.

"I loved the name I had chosen because it was after my husband Jamie and my mom Rachel," Peck said. "Since this company is my new baby, I thought the name would be appropriate."

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