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Nations' First Mud Pie Store to Open at Grand Traverse Resort and Spa

- Grand Opening Planned for April 20, 2013 -

ACME, Mich., April 11, 2013 --- In an exclusive partnership with Mud Pie, Grand Traverse Resort and Spa, near Traverse City, Mich., will open the first retail store in the United States dedicated exclusively to the Mud Pie brand.

The store will feature a selection of famous Mud Pie apparel, accessories, and gifts for babies, children, and women. Mud Pie is one of the nation's fastest growing retail brands, yet heretofore only available through specialty retail stores and online.

The Grand Opening is planned for April 20, 2013 in the Resort's 20,000-square foot Gallery of Shops with a ribbon cutting ceremony at 11:00 a.m. with representatives from Mud Pie and the Traverse City March of Dimes office. Mud Pie will donate a dime to the March of Dimes for every pair of their signature baby socks sold, now through March 2014, as part of a national, year-long partnership with the March of Dimes.

"We are thrilled to partner with Grand Traverse Resort and Spa on our first Mud Pie branded store," said Marcia Miller, CEO and Founder of Mud Pie. "The product mix is ideal for their resort atmosphere with wear-now fashion for visitors and a wonderful assortment of gifts just perfect to take home to friends and family."

- About Mud Pie -

Mud Pie is an award-winning manufacturer of innovatively designed and affordably priced gifts for the home and hostess, for babies and toddlers, seasonal and holiday gifts and an expanded collection of fashion and fashion accessories. Many of Mud Pie's unique items are packaged ready-to-give and are available in over 16,000 specialty retailers and department stores or direct to consumers at www.mud-pie.com. Mud Pie delivers the right gifts, at the right time, at the right price. Mud Pie ...because every day is a gift.

- About Grand Traverse Resort and Spa -

Located near Traverse City, Mich. along Lake Michigan's Grand Traverse Bay, the 900-acre property is one of the Midwest's finest year-round resorts featuring nearly 600 rooms, suites and condominiums, 86,500 square feet of meeting space, 54 holes of championship golf including The Bear - a Jack Nicklaus signature course, The Wolverine - a Gary Player signature course, full-service spa, shopping gallery featuring Dylan's Candy Bar and now Mud Pie, a variety of restaurants and lounges and seasonal recreation. For information and to make reservations, call 800-236-1577, or 231-534-6000, or visit www.grandtraverseresort.com .

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