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Contact: Dana Walczuk
press@shirleyofhollywood.com
323-261-0265

SHIRLEY OF HOLLYWOOD'S NEW WEBSITE WAS THE RECIPIENT OF A NATIONAL GRAPHIC DESIGN USA (GDUSA) AWARD FOR WEBSITE DESIGN



HOLLYWOOD, CA January 19, 2012– Shirley of Hollywood (www.shirleyofhollywood.com), one of the world's leading lingerie brands, has won a national design award from Graphic Design USA (GDUSA) for the design of its website.

Shirley of Hollywood is pleased to join those who have been recognized by this national design competition. The competition was open to advertising agencies, graphic design firms, corporate, institutional and publishing inhouse departments, and more. It honors outstanding new work of all kinds: print, packaging, point-of-purchase, internet, interactive and motion graphics and has been taking place for nearly

five decades. The GDUSA 2012 competition drew more than 9,000 entries.

Shirley of Hollywood thanks everyone who played a role in making the new website such a success: Shirley Director of Design and Marketing: Dana Walczuk, Creative Director: Hilary Lentini, Lentini Design, Copy Director: Pamela Acuff, Designer: Leanna Hanson, Lentini Design.

For more information about Shirley of Hollywood or to request a catalog, please email sales@shirleyofhollywood.com or call Shirley of Hollywood Sales at 1-800-421-9359.

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About Shirley of Hollywood

Established in 1948 in Los Angeles, California, Shirley of Hollywood is one of the world's leading lingerie brands. Privately held and family owned, Shirley designs, manufactures and sells stylish, high-end intimate apparel to the retail trade. Each year, Shirley offers more than 600 styles of luxuriously sensual lingerie in nearly 6,000 varieties of size and color. Shirley products are available online and in more than 3,500 retail outlets throughout the U.S. and abroad.