

## Apricot Lane Boutique to Open at Downtown Disney®

LAKE BUENA VISTA, Fla., August 10, 2011 -Apricot Lane Boutique is pleased to announce they will be adding a new store at Downtown Disney® on August 12, 2011. The new shop will be located on Pleasure Island within the 120-acre retail, dining and entertainment complex in Lake Buena Vista, Fla.

Apricot Lane, an International Council of Shopping Centers "Hot Concept" award winner, carries an impressive collection of branded fashion apparel, jewelry, handbags, and accessories to create the most current looks at an affordable price. Brands carried include trend-setting lines such as Miss Me, Free People, Vintage Havana, Chaser and Good Works Make a Difference.

"Many of the designer labels found in Apricot Lane are worn by celebrities and seen in the pages of current fashion magazines," said Founder and CEO Ken Petersen. "We are excited to give the millions of guests visiting Walt Disney World Resort a place where they can replicate those looks."

The boutique that appeals to both mothers and daughters, recently opened at Downtown Disney in Disneyland Resort in Anaheim, Calif. to overnight success. Disney guests who are in need of a fun dress for dinner or a quick outfit for a day at the resort have found Apricot Lane to be the solution for the most fashion forward looks and trend-setting styles.

During the Grand Opening weekend, guests will receive 20% off one item in the store and a free gift with each purchase over \$75.

"We're pleased to add Apricot Lane to our assortment of unique offerings at Downtown Disney," said Keith Bradford, vice president of Downtown Disney. "This boutique is another example of our commitment to bring new and compelling experiences to life at Downtown Disney and I'm confident that it will soon become a guest favorite."

Since opening in 2007, Apricot Lane continuously appears in Entrepreneur Magazine's Top Franchise List. With new items arriving almost daily, Apricot Lane is the perfect place to find one-of-a-kind outfits and unique gift items for women of all ages. The store carries a limited number of each item to ensure customers have a sense of individuality when making a purchase.