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INSTANTLY TRANSFORM LITTLE-GIRL BEDROOM TO FABULOUS TWEEN WITH NEW ROOMLOOKZ™

Lockerlookz™ Expands Outside The (Metal) Box And Into The Bedroom

Plano, TX (June 7, 2015) – By the time a tween hits middle school, the academic workload really ramps up, as does the time spent on homework. It's also when most girls move from the kitchen table to their bedroom sanctuary while pouring over those Spanish conjugations or Newton's Laws of Motion. Why not add a dash of fashion to the bedroom as the little girl transforms into a confident teen? Introducing RoomLookz, the tween bedroom "community" by the stylish trendsetters of Lockerlookz.

RoomLookz takes on the same mission of nationally touted LockerLookz by turning drab but necessary spaces (the interior of a school locker) into inviting, trendy surroundings with color, patterns, fashion and fun. Who wouldn't want to pour over homework sheets when they get to lean against a fur pillow or gaze at a tabletop lamp with an aqua grosgrain bow that complements the hand-picked aqua dot wallpaper?

Rich details in each carefully created piece are both affordable (from \$3.99 up to \$24.99) and adorable. Pick a Peony Flower Magnet (\$3.99) in pink, aqua or white that adds a little sparkle with its gem centerpiece. Acrylic three-compartment caddy, magnetic dry erase wallboards and tabletop accessories dress up her space while adding storage in beautiful order.

Anyone with a tween girl -- aged 8 to 14 -- in the home knows this is not a frivolous concept. 75% of tweens polled by RoomLookz said their bedroom is their favorite spot in the house. 85% boasted that decorating their room was high on their must-have list. Incredibly, 97% said they would likely purchase locker decorations if transformed for a bedroom! With annual budgets of \$50 to \$100 reserved for room decor, RoomLookz is destined to be the buzz word of 2015 on social media and tween magazines. Look for all RoomLookz packaging to bear the aqua RLZ logo.



"This category focuses on cute mix-and-match pieces," reveals LockerLookz co-founder JoAnn Brewer, "that coordinate with her smart organizational system and pulls her room 'look' together." Chimes in LockerLookz co-founder Christi Sterling (and fellow mom to a tween girl), "here we offer a peel & stick wall and surface covering that allows her to customize her space – apply it to walls, desktop, or any other surface for added flair. Other coordinating items include a magnetic mirror with stand, plush fur pillow, candy dispenser and a battery-operated LED lamp that features a motion sensor and cute grosgrain bow."

Arriving online and in stores around September 1, the RoomLookz 2015 Collection kicks off with

themes -- Pink, Black & White and Aqua. Pretty, practical and a bit whimsical combine to add a splash of sophistication to a tween's special space. As her mood and styles change, so can her bedroom decor. And all without draining her allowance or breaking the family budget!

Peel & Stick Wallpaper • \$19.99

Make a statement the moment you enter your sanctuary with these pleasing patterns for a spot or the whole wall. A single roll measures 27.5 sq. ft. RoomLookz makes the do-it-yourself application foolproof with a printed grid on the back, measured in 1-foot increments! Peel, stick, reposition if needed. Feel free to decorate any surface, not just walls but a desk or bookcase. Choose from Pink Quatrefoil, Aqua Dot or Black Swirl.



Magnetic Dry Erase Wallboard • \$12.99

When it comes to keeping track of homework deadlines or piano and soccer practices, this accessory is a must for girls on the go. Jot it down and wipe it clean when the date passes. Pick Pink or Aqua to match other accessories. Not sure? There's always beautiful White. Mounting hardware is included for easy hanging. Measures about 14" x 14" with a .75" width.

Flower Magnet • \$3.99

No need to stop and smell the roses, these pretty peonies will stay fresh and in bloom until your girl changes her mind! Choose Pink, Blue or White or mix all three into a pretty bouquet. Acrylic gem in the center adds a touch of sparkle.

Gem Magnet • \$5.99

Isn't it amazing what a burst of color can do to a room? Four gems measuring about 1.5" each are tucked into each package. Gems sold in three colors: Pink, Blue and Clear.

Magnetic Storage Bin • \$5.99

At this price, you can pick two of the many posh patterns offered by RoomLookz. Tidy up the bedroom and look glam doing it! Choose Pink Dot or Pink Lace; Aqua Swirl or Aqua Poppy, Black/White Dot or Black/White Swirl. Each bin is tied with a pretty white grosgrain ribbon topped by a round gem centerpiece. Bins measure about 4.25" L x 3.25" W.



Magnetic Mirror with stand • \$5.99

Mirror, mirror on the wall, who's the smartest of them all? Give your girl an A+ for picking this oh-so-affordable and quite adorable accessory. Pick from Pink Lace, Aqua Poppy or Black/White Dot. Each mirror runs 6" in diameter and comes with an acrylic easel.

Acrylic Tabletop Caddy • \$9.99

Tidy the top of the desk and make elbow-room for a book and perhaps a snack with this must-have organizer. The caddy is so pretty and so practical for pencils, calculator and perhaps a scrunchie to gather hair after a long day. Each organizer is tied with a white grosgrain ribbon topped with a sparkle from the acrylic gem centerpiece. Choose Pink Lace, Aqua Poppy or Black/White Dot. The 3-compartment caddy measures about 7.5" W x 4.75" H.



Tape Dispenser • \$6.99

Necessities don't have to look dull. The tape dispenser gets a makeover with these pretty pieces. Choose Pink Dot, Aqua Swirl or Black/White Burst. Mom may want to purchase one for her workspace!

LED Tabletop Lamp • \$24.99

How cute and very grown-up are these? Mix and match styles range from Pink Quatrefoil and Aqua Dot to a sophisticated Black and White Swirl. Each pretty lamp boasts a grosgrain ribbon at the base for a pop of color. Best of all it sports a motion sensor and is battery operated (3 C batteries) so no dangling cords or wall outlet required! The bright LED light should make homework positively illuminating! Lamp stands 12" tall.

Fur Pillow • \$24.99

It's easy to get comfy for a night of required reading when a girl can sink into this plush pillow. Choose Pink, Aqua or Black. This puffy pillow measures a square 16" x 16" with a super soft finish.

Candy Dispenser • \$19.99

Perfect for slumber parties or late night munchies, this sweet dispenser will bring a smile every time she walks into her room. It might just save a night of frustrating math problems if she can reward herself with every solution mastered! With a screw-on-and-lock glass globe, this delicious addition stands 10" tall.



For retailers and consumers not convinced that tweens need their own bedroom community, consider there are close to 21.5 million children between the ages of 10 and 14 according to the latest U.S. Census. Their spending power is potent -- \$30 billion annual spending of their own money! Much more if you count their influence on mom's, dad's and the grandparent's \$150 billion spending budget. Of those, 10.6 million are tween girls -- too old for toys and too young for boys.

Industry and media darling LockerLookz -- now partnered with Darice, Inc., the largest full line craft company in the U.S. -- weighed the research and identified the underserved market for chic room décor that encourages self expression while staying affordable. RoomLookz perfectly fills the slot.

ABOUT LOCKERLOOKZ

LockerLookz was born when two moms, Christi Sterling and JoAnn Brewer, went looking for locker decorations and couldn't find anything specifically for that purpose. Knowing how excited their own daughters were about customizing their school lockers, the two moms immediately realized they had to create a ready-made locker design system with coordinated items that were easy to install. To accomplish this, Christi and JoAnn felt they needed to create an entire locker "look" which ultimately led them to their company name... LockerLookz. Visit the company's website www.LockerLookz.com for product information and a virtual dressing room to create a locker look.