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LE PEG & CO INTRODUCES THE SMART CITY BAG

Reusable Luxury Tote Features Local City Designs

FOR IMMEDIATE RELEASE—*March 30th, 2015--Santa Monica, CA--* Le Peg & Co, the Santa Monica-based producer of sustainable luxury market products, has introduced its signature tote, The Smart City Bag.



The Smart City Bag is the ultimate reusable tote, perfect for shopping, picnics, travel and more. The patent-pending collapsible four-pocket design is ideal for carrying wine or water bottles, as well as flowers or baguettes, with a generous interior compartment for all your other goods. When not in use, the pockets simply fold into the sides to create a roomy tote for any occasion. With extended padded shoulder straps and reinforced industrial grade stitching, the bag travels comfortably from the market to the beach, and everywhere in between.

The Smart City Bag is made of premium quality jute with a fully biodegradable water-resistant lining. Grown in Bangladesh during monsoon season, thus requiring no irrigation or fertilization, jute is the world's most environmentally-friendly natural fiber. All components of The Smart City Bag, from the exterior fabric to the shoulder strap padding, are sustainably sourced and 100% recyclable and biodegradable.

The Smart City Bag was named one of the Top Ten New Products by the 2014 Natural Product Awards, recognizing outstanding new natural products and raising awareness of contributions to natural business and green lifestyle.

With a number of city designs including Hollywood, Venice, Los Angeles and Santa Barbara, The Smart City Bag is perfect as a gift or vacation keepsake, as well as for everyday use. The Smart City Bag can be found in fine markets and gift shops in Santa Monica, Venice, Aspen, Northern California and Hawaii, and online at lepegco.com. Custom orders, the ultimate memento for your corporate or special event, are available via the company's website.

The Smart City Bag is available for the suggested retail price of \$34.99.

For information or to order your Smart City Bag, please visit lepegco.com.

--Additional images available upon request.--

ABOUT LE PEG & CO

Le Peg & Co designs and manufactures luxury market products focused on sustainable materials, thoughtful design, durability and comfort. Started by two mothers who were tired of the supermarket struggle, Le Peg & Co designed its first bag as an alternative to the uncomfortable and low quality reusable bags on the market. Le Peg & Co products, including its signature tote The Smart City Bag, are found at boutique markets throughout the United States, as well as the company's website, lepegco.com.

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