

simplyorganized

organization made simple

For Immediate Release

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HONOLULU, HAWAII

Simply Organized, Hawaii's first and largest organization and storage store, announced the grand opening of its second location at Kahala Mall on Friday, May 25, 2012. A traditional Hawaiian blessing will take place at 10:00 am. The store is 8,300 square feet and will carry over 3,000 different products to organize the home, office, garage, closet, laundry room, bedroom, bath and anything that needs organizing. In addition, Simply Organized will feature the best-selling do-it-yourself *freedomRail* closet system. The store is adjacent to Long's, The Walking Company and Macy's.

Susan Gusukuma, who comes to Simply Organized with twenty years of store operations experience with City Mill Co. Ltd, was recently appointed as the Kahala Mall Simply Organized Store Manager. An additional 20 organization specialists will be hired to staff the store.

To celebrate the grand opening, there will be a promotion to win a *freedomRail* custom closet, an Apple iPad3, as well as daily bonus gifts, while supplies last.

Carol Ai May, Vice President said, “We are excited to service the people of Honolulu and East Honolulu with the opening of this store. In fact, we’ve already seen many customers at our Kapolei store from the East Honolulu market area. We believe our organization products are particularly important in Hawaii, because of the smaller homes, extended families living under one roof, and generally tight Hawaii living spaces.”

The Kahala Store will be the company’s second store, with the first being at the Crossroads of Kapolei Shopping Center. The flagship store in Kapolei is 12,000 square feet.

Locally owned and operated, Simply Organized opened its doors to Hawaii residents and businesses in November 2008 at the Crossroads at Kapolei Shopping Center. It is a sister company to 113-year old kama’aina business City Mill Company, Ltd.

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