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***Lynne Byrd Co-Chairs 2006 Greater Charlotte
American Heart Association Heart Ball Silent Auction***

*American Heart Association Selected as
Corporate Charity for Second Year*

Charlotte, NC – Lynne Byrd, owner of Rahe Lynne Clothier, is serving as co-chair along with Jenni Smith for the 2006 Heart Ball Silent Auction. The 48th Annual Greater Charlotte Heart Ball will be celebrated on Saturday, February 11, 2006 at the Westin Charlotte with the hopes of raising over \$500,00 for research and education for the American Heart Association. Ms. Byrd has served as a volunteer for the Greater Charlotte Heart Ball for three years, and Rahe Lynne Clothier has been a contributor to the silent auction for the past four years. An additional honor Ms. Byrd will enjoy at this year's event is presenting the award to the winner of the Heart Ball's Red Carpet Award for Best Dressed. Ms. Byrd was the recipient in 2005 at the award's premiere for the Heart Ball.

The company has also designated the American Heart Association as its corporate charity for 2006. This will be the second year the retailer has selected this entity to support through its referral program. For each referral a client makes that results in a purchase, \$50 is donated to the American Heart Association in the client's name. "Our effort last year was gratifying and so we wanted to continue our support this year," states Byrd. "I chose this charity in honor of my grandparents who both suffered from aspects of heart disease and because it is the number one killer of women. So, this has a personal connection in addition to being our boutique's way of giving back to the community, while thanking clients for their confidence through spreading the word."

A strong believer in contributing to causes, Ms. Byrd makes charitable contributions a part of her business practice. Other organizations that have benefited from donations in addition to the American Heart Association include Susan G. Komen Breast Cancer Foundation, Muscular Dystrophy Association, March of Dimes, Cystic Fibrosis Foundation, Susan Z. Ainsworth Scholarship Fund, Make-A-Wish Foundation, KinderMourn, Leukemia & Lymphoma Society, Community Health Services Council, Carolina Youth Commission, Mecklenburg Medical Alliance & Endowment, the National Kidney Foundation, Arthritis Services and the Crohn's & Colitis Foundation of America.

Established in 1998, Rahe Lynne Clothier is a by-appointment-only boutique, presenting a New York-style showroom in the heart of the historic South End in Charlotte, North Carolina. The boutique brings the latest in fashion for business, evening, resort wear, and accessories from all over the world. Many of the lines featured by Rahe Lynne Clothier are exclusive, offering the ability to customize orders in fabric and accoutrements for clients. Rahe Lynne showcases its latest discoveries at four private showings throughout the year. At hours convenient to clients, Rahe Lynne provides one-on-one attention, wardrobe analysis, pick up and delivery. As an added benefit, Rahe Lynne keeps detailed client records, which facilitates wardrobe building from season to season. Offering the best in style and personal service, the retailer is often asked by clients to seek out unique items especially for them.

Lynne Byrd, a native Charlottean, currently resides in Concord, NC.

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Photo of Lynne Byrd attached.