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**A FASHIONABLE NEW YEAR'S RESOLUTION**

*Plan to Stay Chic While Being More Green*

BERKELEY, CA—January 26, 2011— Have you already given up on that resolution to eat more vegetables or exercise for an hour a day? Looking for a New Year's resolution that doesn't deprive you of your love of fashion? How about finally trying out a green alternative that doesn't put a crimp in your shopping habit?

Crossroads Trading Company is a Berkeley-based retailer with 26 stores along the West Coast and Chicago. Their stores offer shoppers the ability to sell their gently used clothing for on-the-spot cash or store credit. Shoppers can then "trade" their store credit for high-quality fashionable clothing sold at a fraction of its original retail price. What's better than buying designer clothes at a discount? Buying *recycled* designer clothing extends the life of the garment and keeps it out of the landfill. Shopping never felt so good.

The stores carry popular names brands like Gap, Betsey Johnson and Gucci, giving socially conscious shoppers the opportunity to keep their fashion on trend while keeping the environment's best interest at heart.

Shopping with Crossroads also allows you the chance to contribute charitably. Customers who skip taking a shopping bag have the option to donate 5 cents to a local or national charity. In 2010, this program alone resulted in the company keeping over 316,436 shopping bags out of landfill and a donation of over \$16,000 to charity.

Looks like a New Year's resolution that's actually easy to keep.

Company Facebook Page: [www.facebook.com/crossroadstrading](http://www.facebook.com/crossroadstrading)

Company Blog: [www.crossroadstrading.wordpress.com](http://www.crossroadstrading.wordpress.com)

Company Twitter Profile: [www.twitter.com/crossroadstyle](http://www.twitter.com/crossroadstyle)

About Crossroads Trading Company

Crossroads Trading Company has been buying, selling and trading clothing in a friendly, fun and fashionable atmosphere since 1991. The winner of 80 "Best-Of" awards, the company is recognized for the high quality of recycled merchandise it sells. Its 26 retail locations span the San Francisco Bay Area, Los Angeles, Portland, Seattle and Chicago.

For more information about Crossroads Trading Co., visit [www.crossroadstrading.com](http://www.crossroadstrading.com).

Photos available upon request.

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