

FOR IMMEDIATE RELEASE

THE SO STOBO CASHMERE THONG

SCOTTISH TRADITION REINVENTED FOR MTV CELEBRITIES.

MTV highlighted Edinburgh and indeed Scotland on a global scale and as a result Stobo Castle has been bombarded with calls asking how people can get their hands on the Cashmere Thongs!!! As a result they are now a feature in the Stobo Gift Shop so guests can all be part of the So Stobo Experience. Stars including Christina Aguilera, Kylie Minogue and Pink all own one but Hip Hop Star Missy Elliot found it just a little uncomfortable, not being a thong girl, she did however love it so much she passed it on as a gift to a friend.

The thong uses a product synonymous with Scotland yet funky enough to grab the attention of the stars, becoming the highlight of the goody bags. Stephen Winyard, Stobo Castle's Managing Director, created, designed and commissioned the Scottish Thong idea that was manufactured for MTV. This innovative, unique and somewhat cheeky gift featured heavily in all the Scottish National press!!

The thongs were the perfect complement to the Cashmere suite that is to be opened in 2004 as the most exclusive bedroom in the country with opulence being the key theme. Cashmere will adorn the walls; floor and room accessories mixed with the state-of-the-art technology in the 'His & Hers' Plasma Screens, DVD's and touch panel controls. However the rumours of which celebrity couple will be the first to christen the room is still to be revealed but on the success of MTV who knows??

From Stobo's drawing board to the front cover of the National Press the cashmere thong has come a long way and with new unique products in the pipeline for 2004 who knows where it will go next.

Editors Notes

1. The MTV goodie bags are given directly to the Stars, VIP's & celebrities.
2. Goodie bag contents - Cashmere Thong & 2 nights for 2 people to stay at the Castle (who knows what MTV Star we will have staying next??)
3. The Cashmere Suite due to open soon in 2004 promotes Stobo as a destination working with cashmere not only as a fashion product, but also as a new concept in interior design.
4. The Cashmere Suite at less than £500 for 2 people a night it isn't exclusively for celebrities.
5. Harpers & Queen published Stobo in 'The 150 greatest Escapes in the

World' - hailed as the 'Ultimate Travel Guide' and was the U.K.'s only addition.

**FOR FURTHER INFORMATION, PLEASE CONTACT JENNI WATTS AT
STOBO CASTLE ON T:01721 725305 OR jenni@stobocastle.co.uk**

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