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NEWS

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MAGAZINES - DAILY / WEEKLY NEWSPAPERS - RADIO STATIONS - TV STATIONS

**Washington Post:
"Towel Technology"**

**Popular
Mechanics
"LAB TEST"**

**AOL Rates
Wearable Towel
5 out of 5 ShamWows**

**Rick Dees
Confession**

ADVISORY



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THE RACHEL MADDOW SHOW

9pm ET, M-F on [msnbc tv](#)

[msnbc.com](#) presents

Rachel Maddow



Wearable Towels: the new Snuggie?

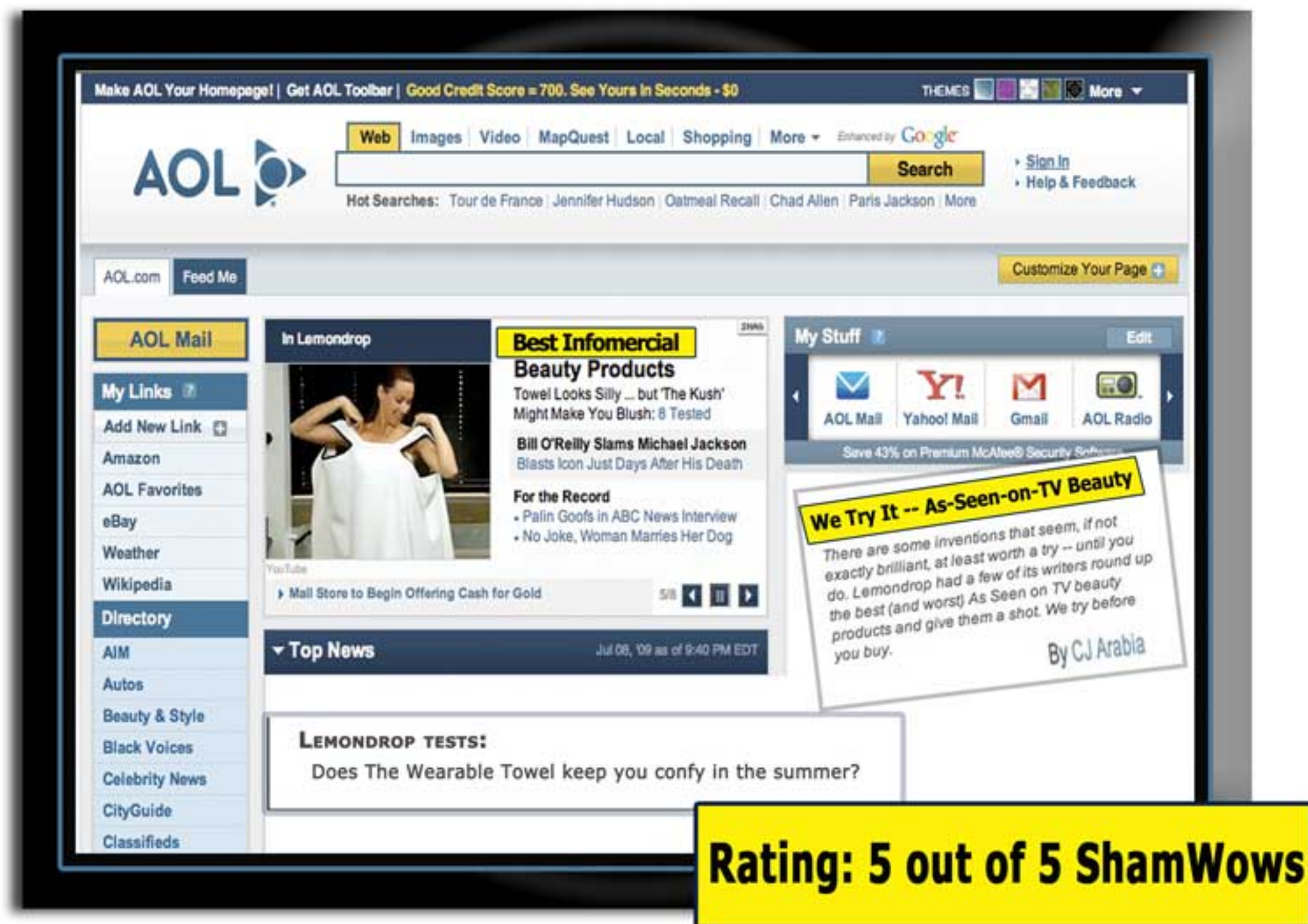


How can a simple towel be improved?
...Prepared to be amazed.

-Rachel Maddow

The Wearable Towel has also been featured on these networks:





The Wearable Towel has also been featured on these websites:



Weather

Today: Mostly sunny.
High 93, Low 72.
Tuesday: Partly sunny.
High 90, Low 73.
Details 86

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The Washington Post

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[The Washington Post]

Style

C



Just Let It Soak In

Bringing Towel Technology Into, Oh, the 2nd Century



Can't Wrap a Towel
Around Yourself?
Well, Wrap Your
Brain Around This!



The Wearable Towel has also been featured in these publications:

THE WEEK

ALL YOU NEED TO KNOW ABOUT
EVERYTHING THAT MATTERS

McCook Daily



Gazette

citypaper

COSMOPOLITAN

The Olympian

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the news
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The Palm Beach Post

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TODAY

The
Washington
Post

GLAMOUR

Orlando
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The Wearable Towel has also been featured on these stations:



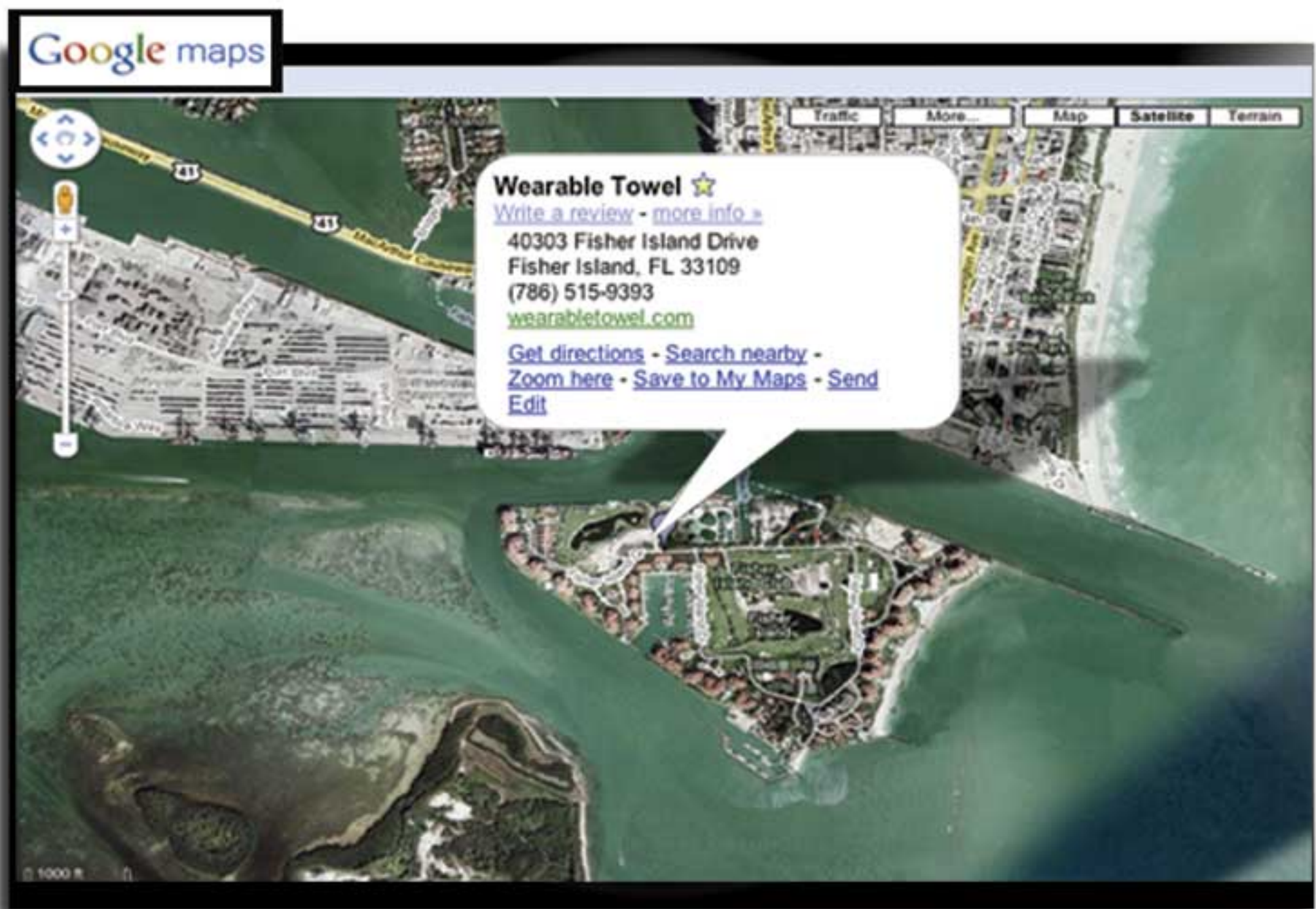




WEARABLE *Towel*

TM





The Wearable Towel... It's as easy as 1-2-3

The Wearable Towel is unisex and can be worn in either a tunic style or a toga style. What is totally amazing about the Wearable Towel is that with only three arm openings placed along the side of the towel, you can stay confidently, completely, comfortably, covered, while having the freedom to use your hands. So whether you're at home, the spa, by the pool or at the beach, you can wear it, change in it, lay on it or just use it to dry off. Other modifications of the towel are well known. However, all of these towels either use buttons, straps or fasteners to keep the towel from falling off one's body. The Wearable Towel on the other hand, does not employ the use of any fastener whatsoever. This novel configuration is patent-pending worldwide, currently available in five sizes and comes in Red, White and Blue. It's ultra absorbent and first-class in quality. The Wearable Towel is 100% cotton, with each square yard weighing a full 16 ounces. Increase your standard of living by upgrading to the Wearable Towel today.

TOLL FREE IN US/CANADA: (866) 899-6698

IVR ORDER "CALL NOW": (866) 618-6444

EMAIL: CONTACT@WEARABLETOWEL.COM

SKYPE: WEARABLE.TOWEL (BY APPT ONLY)

INTERNATIONAL: (786) 515-9393

FACSIMILE: (786) 515-9394

WEB SITE: WWW.WEARABLETOWEL.COM

FAN SITE: WWW.WEARABLETOWEL.INFO

PRESS/MEDIA INQUIRIES: FOR QUESTIONS, INTERVIEWS, OR PRODUCT SAMPLES PLEASE CONTACT DIANE SULLIVAN AT DIANE@WEARABLETOWEL.COM.

WEARABLE Towel™

Toga Style

STEP 1



Place arm through outer opening, with towel coming across the front of your body.

STEP 2



Bring other end of towel behind the back of your body.

STEP 3



Place same arm through other outer opening and bring it up to your shoulder.

STEP 1



Place one arm through outer opening and other arm through middle opening, with the towel coming across the front of your body.

STEP 2



Bring other end of towel behind the back of your body.

STEP 3



Place arm through other outer opening and bring it up to your shoulder.

Tunic Style



Patent pending world-wide

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from written.*

Warren Buffett
CEO, Berkshire Hathaway

"Business Wire is clearly the leader in its industry with the best and brightest people at all levels. Their dedication grew Business Wire from a regional player to the most innovative, most trusted commercial news wire in the world. I bought the company because it's a great story and the last chapter is far

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- [2009 Identity Fraud Survey Report](#)



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Wearable Towel

- [Wearable Towel, The Towel with Arm Openings](#)



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WEARABLE TOWEL, THE TOWEL WITH ARM OPENINGS

60 SECOND INFOMERCIAL



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FASHION SHOW



(Download options)

NEWS BRIEFING



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Contact Us

Wearable Towel Inc.
40303 Fisher Island Drive
Fisher Island FL 33109
Diane Sullivan, 786-515-9393
diane@wearabletowel.com

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Blanket w/ Sleeves vs. Towel w/ Arm Openings

FISHER ISLAND, Fla.-(BUSINESS WIRE)-20/20 Vision Management releases the Wearable Towel, "The Towel with Arm Openings".

Indeed, this may seem quite familiar as you might recall "The Blanket with Sleeves" that took Americans by storm this winter, but with the summer heat headed our way, these blankets are all being put away. This however is not the end of the wearable craze; in fact it has just begun because now there's a towel you can wear!

At first glance, it looks like a towel and well, it is! But it's also so much more. The Wearable Towel consists only of three arm openings which are placed along the side of the towel. While the concept in and of itself seems so simple, it has never been seen before.

"We simply made the towel better," said Zoni Stein, President and CEO of 20/20 Vision Management, whose creative thinking manifested this brainchild.

If you haven't yet seen their direct response TV ad (which surprisingly is not cheesy at all) or received a twitter tweet about this revolutionary phenomenon, then you're in for a surprise and not just any surprise because this surprise is going to make your everyday life that much better!

The World Wide Web is raving with reviews ranging from comparatives like "It's not just a bathrobe worn backwards" to "I hate myself for loving you." But our favorite is "Sorry, guys. The Internet is over. There is a wearable towel now" which was written by John Biggs, of CrunchGear.com.

"While the obvious goal for us was to improve the towel, the most challenging part was warding off all the 'Big Players' in the direct response business that tried to convince us to 'up-sell' the buyer with garbage they didn't want or need," said Jonathan Benitah, Chief Operating Officer of Wearable Towel, Inc. "If that wasn't bad enough, they pitched us on ways to offer a low price to attract the customer, and then showed us ways to get the customer to pay ten times that amount. But that's just not the way we were raised, so we set out to make the entire experience better. Now when people call, they can place an order in three minutes. Our caller ID captures their address so they don't have to key-punch it in. We don't try to sell them anything extra and there are no unpleasant surprises when they get their credit card bill."

"We didn't want to leave anyone out, so we made five sizes. But I would have to say that the most important part of all is that when the Wearable Towel arrives at their doorstep, the first thing they will notice is that the quality is the same as a top-of-the-line conventional towel that they would buy in a department store for upwards of \$40.00."

THE WEARABLE TOWEL IS PATENT PENDING WORLD WIDE

MEDIA INQUIRIES: For questions, interviews, or product samples contact Diane Sullivan at: 786-515-9393 or diane@wearabletowel.com.

Photos/Multimedia Gallery Available:
www.prwirebulletin.com

More Multimedia



WEARABLE BLANKET VS. WEARABLE TOWEL



TUNIC STYLE



YOGA STYLE

MULTIMEDIA GALLERY

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WEARABLE *Towel*TM



No Fasteners. No Buttons. No Straps.