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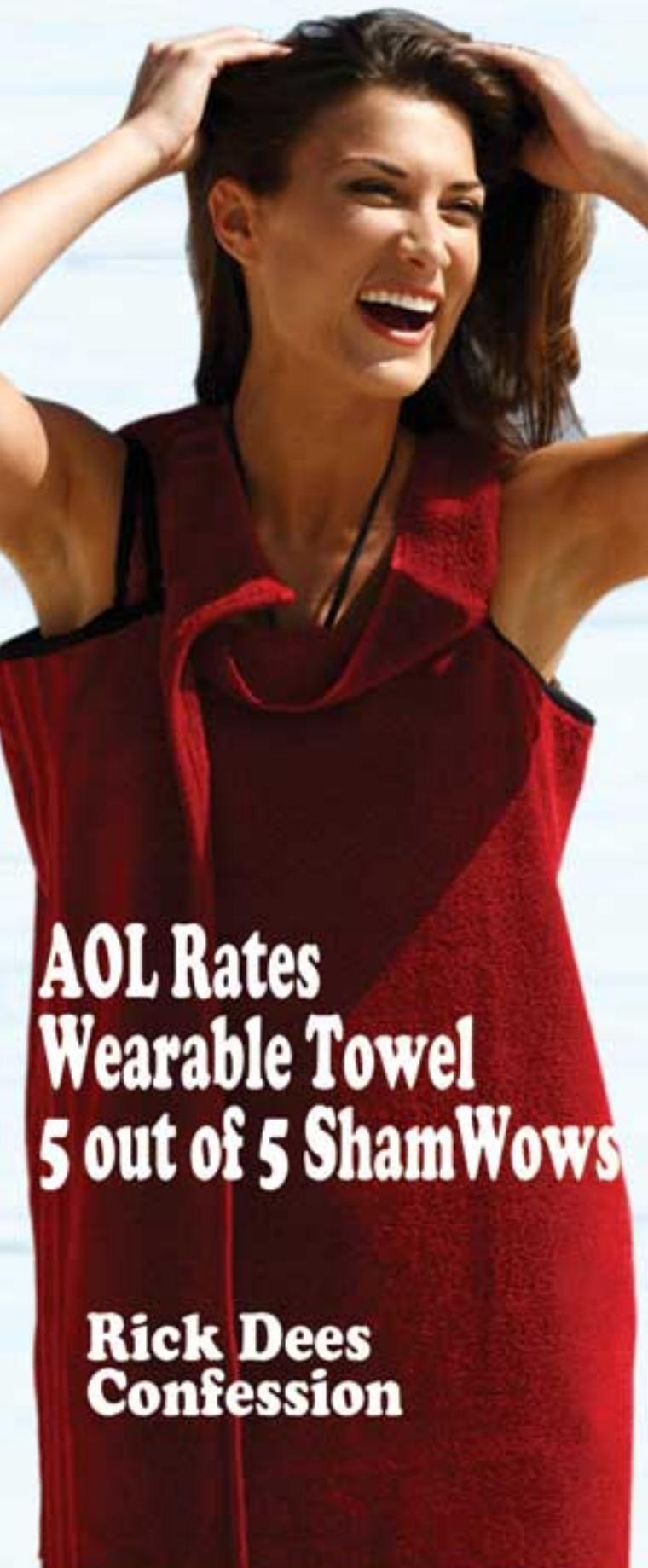
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# NEWS

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

**Washington Post:  
“Towel Technology”**



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

**Rick Dees  
Confession**

**Popular  
Mechanics  
“LAB TEST”**



**ADVISORY**



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msnbc.com presents

# THE RACHEL MADDOW SHOW

9pm ET, M-F on msnbc tv

**Rachel Maddow**

Wearable Towels: the new Snuggie?  
Now Playing

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

**-Rachel Maddow**

The Wearable Towel has also been featured on these networks:



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Classifieds

In Lemondrop



### Best Infomercial

#### Beauty Products

Towel Looks Silly ... but 'The Kush' Might Make You Blush; 8 Tested

Bill O'Reilly Slams Michael Jackson Blasts Icon Just Days After His Death

#### For the Record

- Palin Goofs in ABC News Interview
- No Joke, Woman Marries Her Dog

### Top News

JU 06, '09 as of 9:40 PM EDT

### My Stuff



Save 43% on Premium McAfee® Security Software

### We Try It -- As-Seen-on-TV Beauty

There are some inventions that seem, if not exactly brilliant, at least worth a try -- until you do. Lemondrop had a few of its writers round up the best (and worst) As Seen on TV beauty products and give them a shot. We try before you buy.

By CJ Arabia

**Rating: 5 out of 5 ShamWows**

The Wearable Towel has also been featured on these websites:

College Candy

THE DAILY TUBE

listed



REUTERS

cincinnati.com

THE CONSUMERIST

Miami ARTzine.com™

CollegeHumor

momlogic

TRENDHUNTER™  
MAGAZINE

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NEW YORK  
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Weather

Today: Mostly sunny  
High 92, Low 72  
Tuesday: Partly sunny  
High 88, Low 72

Details: [86](#)

ISSUE NO. 399 • 100¢

# The Washington Post

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HOME DELIVERY 89¢  
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[ The Washington Post ]

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## Style



## Just Let It Soak In

*Bringing Towel Technology Into, Oh, the 2nd Century*

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

the news  
tribune.com

Entertainment

MIAMI  
New Times

Palm Beach Daily News

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THE  
DAILY  
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Arkansas Democrat

Gazette



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TODAY

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Post

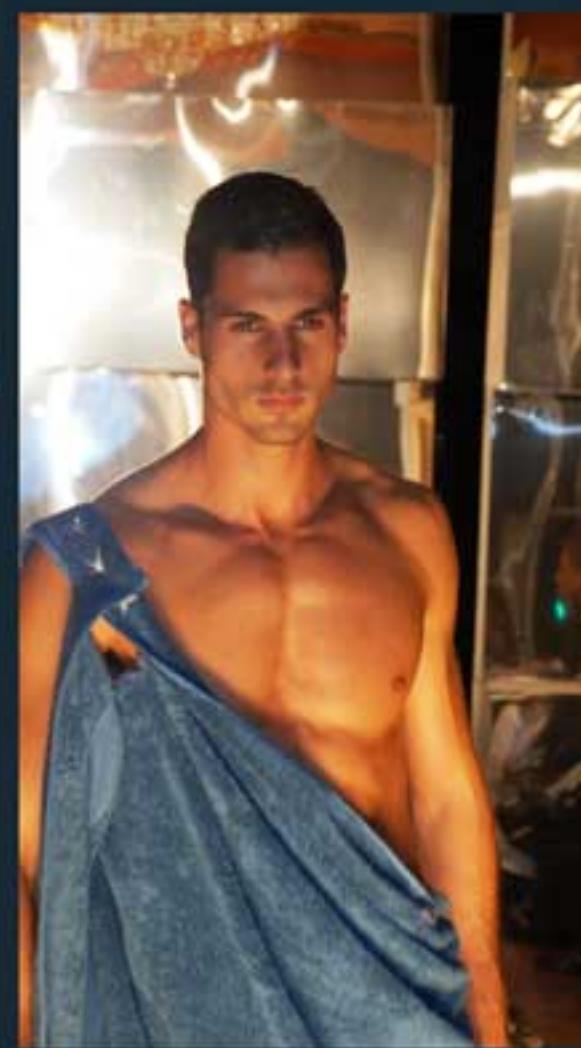
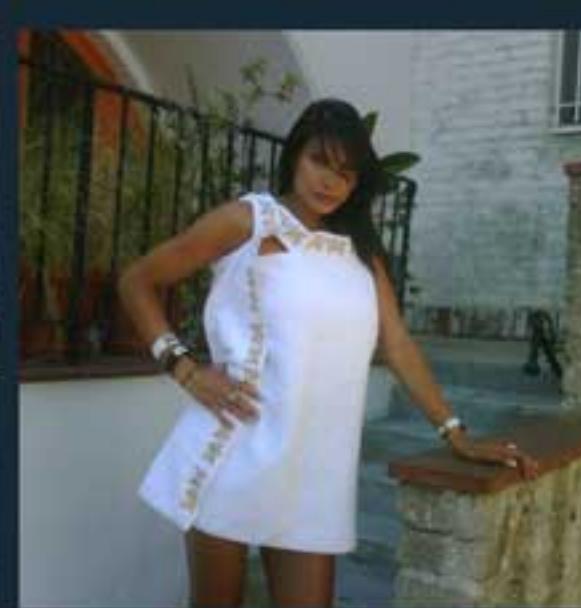
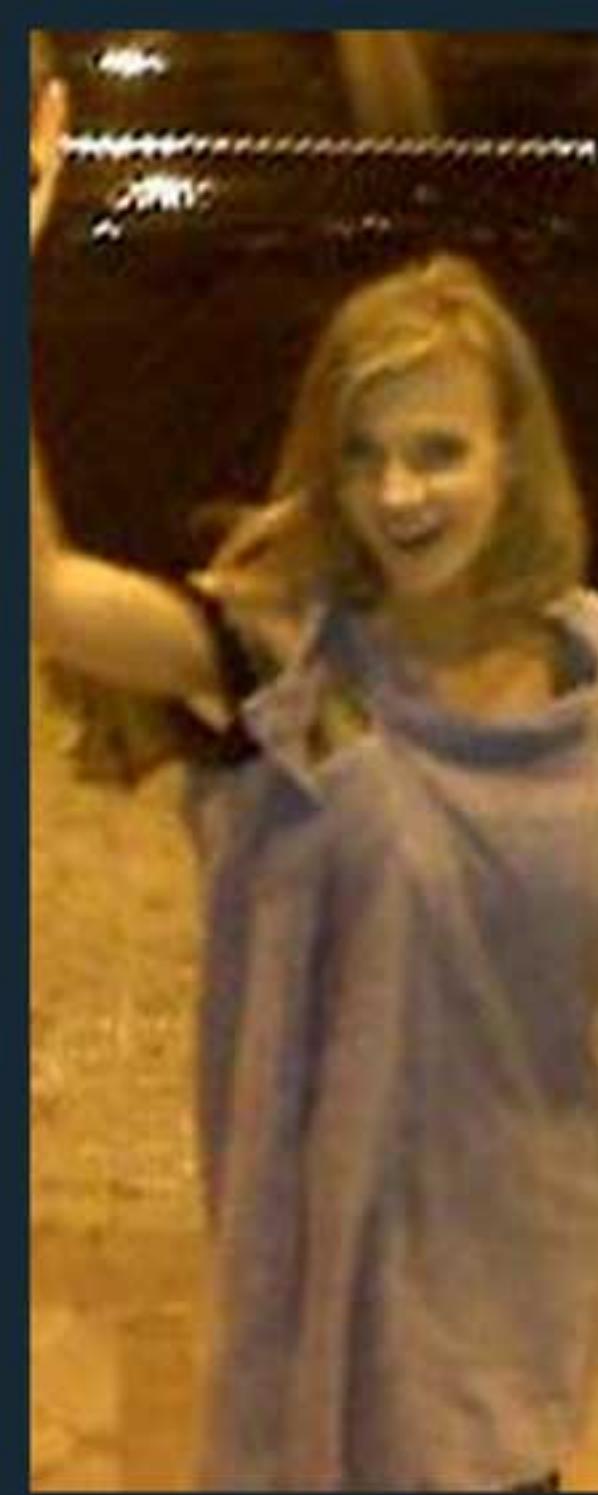
GLAMOUR

Orlando  
Sentinel



The Wearable Towel has also been featured on these stations:



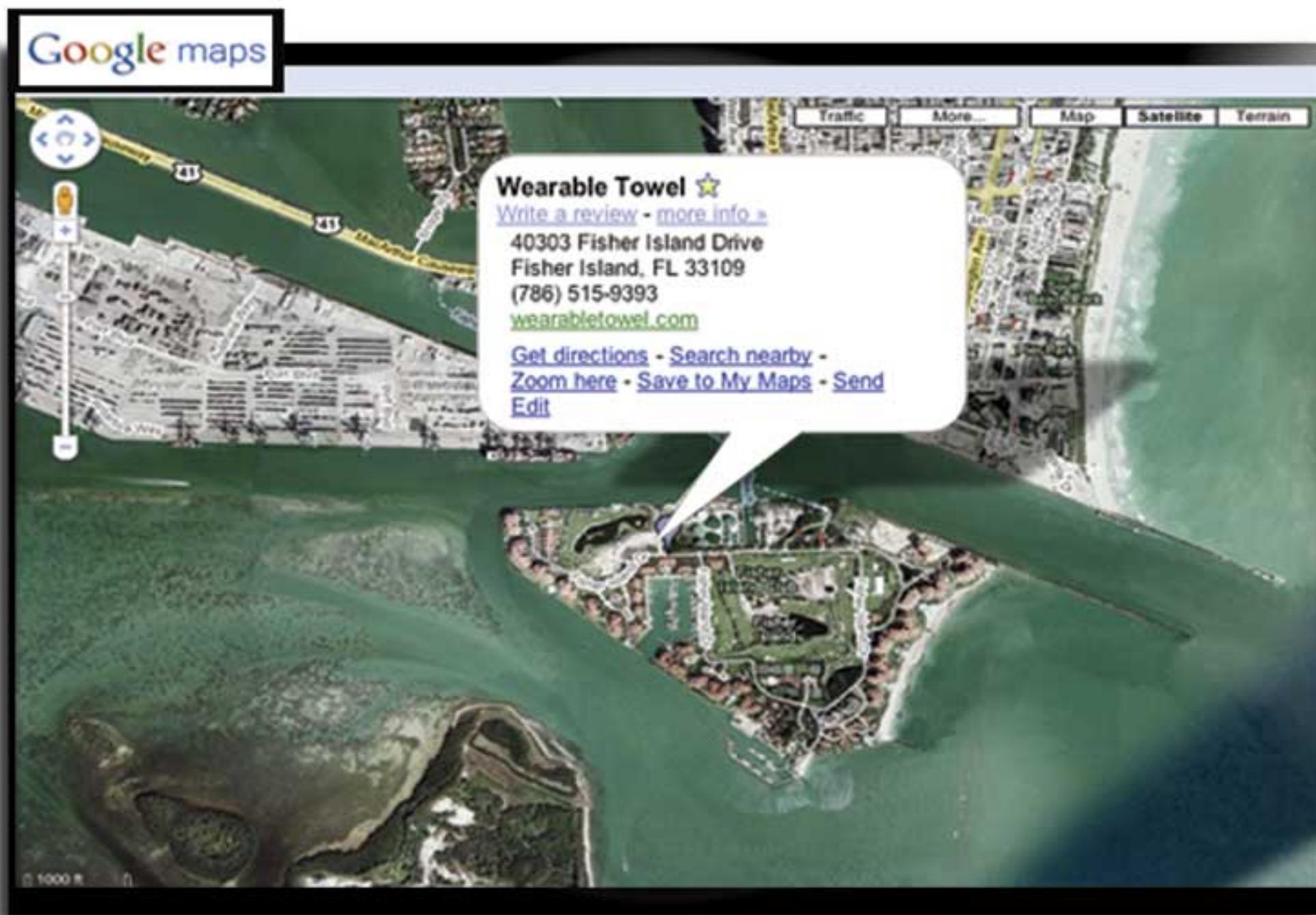




# WEARABLE Towel™







### **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](mailto:CONTACT@WEARABLETOWEL.COM)  
SKYPE: WEARABLE.TOWEL (BY APPT ONLY)

INTERNATIONAL: (786) 515-9393  
FACSIMILE: (786) 515-9394  
WEB SITE: [WWW.WEARABLETOWEL.COM](http://WWW.WEARABLETOWEL.COM)  
FAN SITE: [WWW.WEARABLETOWEL.INFO](http://WWW.WEARABLETOWEL.INFO)

# WEARABLE Towel<sup>TM</sup>



**Patent pending world-wide**

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### Smart Marketing Pages



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- [DIY Network and MLB Network Team Up to Create the Ultimate Baseball-Themed Man Cave for One Major League Fan](#)



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



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# WEARABLE TOWEL, THE TOWEL WITH ARM OPENINGS

60 SECOND INFOMERICAL



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NEWS BRIEFING



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## Contact Us

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[diane@wearabletowel.com](mailto: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](mailto:diane@wearabletowel.com).

**Photos/Multimedia Gallery Available:**  
[www.prwirebulletin.com](http://www.prwirebulletin.com)

## More Multimedia



## MULTIMEDIA GALLERY

### Related Links

- [Wearable Towel](#)
- [Wearable Towel Sightings](#)
- [Wearable Towel Book](#)
- [Wearable Towel Pub Crawl](#)
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# WEARABLE™ Towel



No Fasteners. No Buttons. No Straps.