

ATTACHABLE SHOE WEIGHTS — NOW AVAILABLE FOR PRODUCT LICENSING!

FITNESS HAS NEVER BEEN SO EASY!

INVENTOR/PATENT OWNER	Jodie Harrington
MARKET EXPOSURE	Sold as Jolie Weights™ from Sept. 2003 to Feb. 2005 (17 months total)
BASIC MARKETING CONCEPT	More and more consumers have the need for products and services that will conform to their hectic, demanding lifestyles. Attachable shoe weights are a lifestyle fitness product that can easily become part of any daily routine as well as enhance regularly scheduled workouts.
SOLD VIA	eCommerce and wholesale
PRODUCT SPECS/PRICING	1 lb. weights in six colors (2½" wide x 4" tall x 1¼" thick), \$19.99 retail 2 lb. weights in three colors (2¾" wide x 5" tall x 1½" thick), \$28.99 retail
ALSO INCLUDED	8 page <i>Fit Body – Fit Mind Mini Magazine</i>

eCOMMERCE CUSTOMER HIGHLIGHTS

DEMOGRAPHICS	80% women, 15% men, 5% children (including physically challenged kids). Customers were individuals of all fitness levels, ages & body types who wanted an effortless way to incorporate exercise into their day.
REPORTED USES	walking, strength training, hiking, basketball, martial arts, lo-impact aerobic/step classes, running, golf, tennis, aqua aerobics, at work, household chores, sightseeing, errands, shopping & more!
REPORTED BENEFITS	added tone & definition to muscles, aided in weight loss, strengthened legs & arms, burned more calories, eased joint & muscle related illnesses, heightened jump shot, strengthened foot & ankle injuries, increased cardio workout & very time-saving!

WHOLESALE CUSTOMER HIGHLIGHTS

WHOLESALE ACQUIRED	45+ retail stores, catalogs, gyms, eCommerce and more
CATEGORIES	catalogs, women owned gyms, retail stores, eCommerce, grade schools, QVC, diet centers, hospitals, national fitness organizations, college campus bookstores and more
WHOLESALE SHORT LIST	CURVES, Gaiam, Modell's Sporting Goods, Paragon Sports, Sears At Home Catalog, Shape Up America Org., The Walker's Warehouse - <i>an affiliate of PREVENTION Magazine</i> , Ladies Workout Express

PRESS HIGHLIGHTS

EXPOSURE	20+ print publications and in numerous online articles & eZines
PUBLICATIONS SHORT LIST	FITNESS Magazine, Woman's Health & Fitness Magazine, VH1 Diva's Annual Benefit Concert, Woman's Day Magazine, Woman's World Magazine, ELLE, ePregnancy Magazine, PREVENTION, Living Well, Bay Area Business Woman

Health & Fitness Sports Magazine, 2003

FASHION FORWARD WEIGHTS!
Wearable weights are not supposed to be fashionable. They look bulky because they are bulky! Inventor Jodie Harrington has solved that problem with her newly designed Jolie Weights!

MISCELLANEOUS HIGHLIGHTS

COMPANIES WHO EXPRESSED INTEREST IN PRIVATE LABEL WEIGHTS

McDonald's (Kid's Weights Action Pak), Weight Watchers, American Cancer Society—Relay For Life, Discovery Channel Store, The Sports Authority, SAS Shoes (employee incentive program), Follet Group (nationwide university bookstores)

"I have been doing trade shows for over 12 years and have seen many new products come and go. Jolie Weights are a unique product and caught the interest of more buyers at their first trade show than many new products do in 5 years!"

— John Schiek, Schiek Sports, Inc.
2003 Health & Fitness Business Expo, Denver, CO

For additional information and a product sample please contact
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U.S. Patent 700,337
Jolie Weights® is a registered trademark

Jolie
WEIGHTS™