



For More Information Contact:  
Michelle Kachur,  
Media Relations Specialist, Jolie World, Inc.™  
617-471-8301 or pr@jolieworld.com

**FOR IMMEDIATE RELEASE**

**JOLIE WEIGHTS --THE FIRST ATTACHABLE FITNESS SHOE WEIGHTS --**  
**JUST GOT MORE FASHIONABLE**

Richmond, Calif --August 4, 2003--Wearable weights are not supposed to look good. But now they do, thanks to Jolie World, Inc™, which announced today that Jolie Weights™ --the first attachable fitness shoe weights--are available in five cool colors. The shades? Fuchsia, navy, red, royal blue and yellow.

Jolie Weights, Jolie World's premiere product, made their debut last spring. Compact and weighing one pound each, they attach to fitness shoe laces and secure with an adjustable Velcro® strap. The weights feature a hidden pocket to carry a key or money.

Initially, Jolie Weights were only available in black. Yet, from the moment these wearable weights were conceived, the intention was not only to make them effective strength training tools, but to make them cool. That meant offering them in an array of colors. But before considering any new shades, Jolie World wanted to first make certain that the product's size, fit and design would work for all customers. And it also wanted to include customer feedback in the color-selection process.

Jodie Harrington, founder and CEO of Jolie World, says, "Typically, wearable weights, like ankle and wrist weights, are only available in black, blue and sometimes red.

**--MORE--**

Jolie World believes that by making weights more fashionable--by offering them in a variety of cool colors--they will have broader appeal. We want people of both sexes, as well as all fitness levels, ages and sizes, to wear Jolie Weights!"

Jodie Harrington, founder and CEO of Jolie World, says, "Typically, wearable weights, like ankle and wrist weights, are only available in black, blue and sometimes red. Jolie World believes that by making weights more fashionable--by offering them in a variety of cool colors--they will have broader appeal. We want people of both sexes, as well as all fitness levels, ages and sizes, to wear Jolie Weights!"

Jolie Weights are sold for \$19.99 (plus shipping and handling) through the [www.jolieweights.com](http://www.jolieweights.com) website and several online sporting goods retailers. They will soon be available via traditional outlets, such as Bay Area sporting goods and specialty stores, national retail chains and direct mail catalogs.

#### **About Jolie World, Inc.**

Richmond, Calif.-based Jolie World, Inc. was founded by Jodie Harrington in September 2002. Jolie World creates unique--yet functional--lifestyle products for those who want to live smart, feel special and look cool.

####