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Jolie Weights May Be Top Fitness Accessory This Christmas

September 18, 2003---Richmond, Calif.---Sporting five new cool colors and plenty of fitness industry raves, Jolie World, Inc.™ expects Jolie Weights™, its compact, 1 lb. attachable shoe weights, to emerge as a top fitness gift item this holiday season.

Jolie Weights debuted last spring. Initially, the weights, which attach to shoe laces with an adjustable Velcro® strap, were only available in black. Yet since the product's conception, the objective was not only to make Jolie Weights effective strength training tools, but also to make them cool. That meant offering them in an array of colors. However, before considering new shades, Jolie World wanted to ensure that the product's design worked for all consumers and to include customer feedback in the color-selection process.

The new colors—fuchsia, navy, red, royal blue and yellow—arrived this summer. Jodie Harrington, Jolie World's founder and CEO, says, "By offering them in a variety of colors they will have broader appeal. We want people of both sexes, as well as all ages, sizes and fitness levels, to wear Jolie Weights."

In August, Jolie World showed off its weights—the new colors—at the Health & Fitness Business Expo in Denver. It was the company's first run as an exhibitor at a major fitness industry event. The response from show participants? Impressive.

"We were overwhelmed by the positive feedback that we received from attendees. Some exhibitors even asked if they could wear a pair while working in their booths," says Kelly Duffy, Jolie World's managing director. "The consensus was there are not enough new, innovative and fun fitness accessories. I think our Jolie Weights were a refreshing sight to industry eyes."

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Mike May, account manager for Stanwood & Partners Public Relations and media liaison for the Expo, agrees. "Jolie Weights were one of most unique new products on display at this year's show. Simple, but efficient in design, it's readily apparent that these new weights will have a wide appeal to a variety of fitness enthusiasts."

John Schiek of Schiek Sports, an exhibitor, says, "Don't underestimate the women from Jolie World. They are committed to their unique product and caught the interest of more buyers at their first show than many new companies do in five years."

In addition to fitness industry interest, Jolie World believes some strong consumer trends will help place Jolie Weights high on Christmas gift lists. Fitness is one. Research bolstering the benefits of regular exercise, particularly strength training, just keeps coming. And Americans are paying attention. According to a recent survey conducted by the National Sporting Goods Association, 82.2 million people walk for exercise, up 5 percent from last year; and 28.1 million use weights, a 17.4 percent jump. There is also that affinity that Americans have for fitness gadgets that are low in cost and big on results.

Retailers are aware of the trends. Harrington continues, "Many are already booking product for the holiday season and are counting on Jolie Weights to be a hot gift item".

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.

A full press kit is available at www.jolieworld.com.

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