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Jolie World Helps VH1 Divas "Save the Music"

Richmond, Calif. -- April 13, 2004 -- Jolie World, Inc.™, a Bay Area lifestyle product development and marketing company, today announced its participation in VH1's Seventh Annual "Divas" Concert. The event, which will air live from the MGM Grand in Las Vegas on Sunday, April 18 at 9:00 p.m. ET/PT, will raise funds for the VH1 Save the Music Foundation, a non-profit organization devoted to preserving instrumental music programs in America's public schools.

Jolie World donated 320 pairs of Jolie Weights™, its innovative one-pound attachable shoe weights, to the event. Three hundred pairs of weights will be used in "thank you" gift bags for donors who purchase ticket packages costing from \$500 to \$25,000. The other 20 pair will be reserved for the "Divas" themselves, including Jessica Simpson, Ashanti, Gladys Knight, Patti LaBelle, Tom Jones, Usher, Carmen Electra and presenters. In addition to a pair of Jolie Weights, each of the gift bags include a pair of Jolie Weights shoelaces; a Jolie World mini-magazine – packed with fitness & lifestyle info; a "Diva" special offer; and other promotional materials.

Jolie World, a young & hip company, definitely knows a stellar opportunity when it sees one. By contributing to the VH1 "Divas" Benefit Concert, the company can support a cause it believes in. At the same time, Jolie Weights, its premiere product, will receive some "star" spotlight.

"We are excited that VH1 thought Jolie Weights would be a perfect addition to the Diva gift bags," says Jodie Harrington, Jolie World founder and CEO. "Besides the exposure, saving extra-curricular activities in schools is more important than ever. Kids need an outlet to develop their creativity, self-esteem and social skills. Helping to shape the lives of kids is very near to my heart."

Compact and available in six cool colors, one-pound Jolie Weights attach to any laced shoe. They are designed to add resistance to every step, helping to burn more calories as well as tone leg and butt muscles. They can be purchased for \$19.99/pair (plus S&H) at www.jolieworld.com.

About Jolie World, Inc.™

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

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