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FOR IMMEDIATE RELEASE

Jolie World Introduces First Attachable Fitness Shoe Weights

Richmond, Calif.— May 8, 2003 -- Jolie World, Inc.™, a Bay Area lifestyle product development and marketing company, today unveiled a new fitness product, Jolie Weights™, the first attachable fitness shoe weights.

Compact and weighing one-pound each, Jolie Weights tie to fitness shoe laces and secure with an adjustable Velcro® strap. The weights feature a hidden pocket with a Velcro® closure to carry a key or money. Presently, the weights are available in black; however, Jolie World will introduce new shades—bright, trendy colors—in the near future.

Jodie Harrington, founder and CEO of Jolie World, Inc., designed Jolie Weights. She said the concept arose out of need, her own need to get fitter while walking her two small dogs. She tried ankle weights, but found them too cumbersome and unattractive. Harrington shopped around, specifically searching for weights that attach to shoes, but found nothing.

After consulting with friend T. D. Shifferaw, the inventor of the popular fitness machine BOWFLEX®, Harrington blueprinted and developed Jolie Weights, the first attachable fitness shoe weights. After finalizing the prototype, she filed a patent to protect the product concept and design.

Although Jolie Weights are ideal for using at the fitness club, Harrington designed the product for people like her, busy individuals who want to get in shape without having to schedule time to workout or make a big investment.

Harrington says, "They are intended to be attached to your shoes and left there, so the wearer is turning everyday activities—walking the dog, running errands and household tasks—into calorie-burning, muscle-firming fitness routines.

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Jolie Weights are versatile, allowing individuals to combine their current lifestyles with their fitness regimens. They may even be dubbed as novel, like a product found in a Sharper Image catalog. That's not surprising, considering Harrington served several years as Director of The Sharper Image's Creative Department in San Francisco.

Because Jolie Weights are compact, they travel well. They are small enough to be stashed in a suitcase, carry-on bag or even a purse, so users can take their "Jolie Weight" workouts with them wherever they go.

While Jolie Weights were not created to replace ankle weights, they just might. Kelly Duffy, Jolie World's managing director, says, "Jolie Weights are a first of their kind. They are the ankle weight of the 21st Century."

Currently, Jolie Weights are being sold for \$19.⁹⁹ (plus shipping and handling) through the <www.jolieworld.com> website. However, they will soon be available in outlets, such as Bay Area sporting goods and specialty stores and national retail chains, as well as in direct-mail catalogs.

Jolie Weights may be Jolie World's first product, but it won't be the last. In addition to new features to the original Jolie Weights, Harrington plans to roll out two more products over the next year. Like Jolie Weights, future products will be distinctive in design and functional in purpose. Harrington continues, "The only common thread is that they're products that I want to buy, but they don't exist."

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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.

Note: A feature story and photos spotlighting Jolie World, Inc. Founder Jodie Harrington and Jolie Weights are available. Please contact Media Relations Specialist for details, or download a press kit at: www.jolieworld.com