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ATHLETES' UNTIED SHOELACES NO LONGER A PROBLEM WITH NEW LACE STICK® TREATMENT IN EASY-TO-USE PORTABLE DISPENSER

Patented Solution Offers Athletes, Coaches & Parents An Easy Way To Avoid Nuisance, Hazard Of Untied Shoelaces

SUPER SHOW® 2006 DEBUT: BOOTH #4411 & NEW PRODUCTS INNOVATION CENTER

LOS ANGELES (January 9, 2006) -- Every athlete knows what a nuisance and time-waster it is to deal with untied shoelaces. Ask John Kagwe who won the NYC marathon but likely lost the course record because ***he had to stop three times to re-tie his shoelaces.*** Coaches and parents also know that untied shoelaces are a safety hazard for kids on the field, on the court and on the playground.

The age-old dilemma of untied shoelaces has a new solution – and it comes in an easy-to-use portable applicator. **LACE STICK® is a new patented treatment that adds an invisible, safe coating to all types of shoelaces to prevent their unwanted untying.** And can prevent athletes of all ages from losing a race or a game due to loose, stringy shoelaces!

LACE STICK® will debut to sporting goods retailers and team buyers at The Super Show® 2006 in Orlando Florida, January 23-25, BOOTH 4411. It will be a featured item in the *New Products Innovation Center* of the show at the Orange County Convention Center.

LACE STICK'S® convenient dispenser lets users apply a small amount of an undetectable formula right onto their shoelaces in a few easy strokes. One application will keep the laces coated for days, letting the user untie and re-tie their shoes at anytime they desire.

LACE STICK® was invented by amateur runner and chemist Anthony Gioffre who grew tired of repeatedly stopping to tie his shoelaces while on a run. In 2004, Mr. Gioffre was granted U.S. Patent No. 6,729,784 for his invention.

Untied shoelaces create slips, trips and falls, but can also get snagged in bicycle gears, escalators and equipment. Double knotting shoelaces often doesn't work because the topknot comes untied. Other solutions like lace locking devices are impractical and don't work on dress shoes.

LACE STICK® is an ideal solution for athletes as well as golfers, hikers, and dancers – and perfect for children's shoes. Arthritis sufferers, disabled people and industrial workers also benefit from its ease-of-use. Suggested retail price is \$3.99 per applicator. LACE STICK® has received a "5-Star Exceptional Product" rating from Toy Tips and is recommended for student safety at Oregon State University.

FOR RETAIL AND TEAM SPORTS BUYER INFO, visit BOOTH 4411 or contact Lace Stick Brands at 1-310-306-1690, lisa@lcestick.com or www.lcestick.com.

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ABOUT LACE STICK®

WHAT:

LACE STICK® is a new patent-pending treatment in a portable stick dispenser that adds an invisible, safe coating to all types of shoelaces to prevent their unwanted untying. LACE STICK® offers athletes, coaches and parents an easy way to avoid the nuisance and hazard of untied shoelaces.

HOW IT WORKS:

LACE STICK'S® convenient dispenser lets users apply a small amount of an undetectable solution right onto their shoelaces in a few easy strokes -- and there's no need to remove the shoelaces for application. One application will keep laces coated for days, letting the user untie and re-tie their shoes at anytime as they desire.

USAGE:

LACE STICK® is a perfect solution for athletes as well as golfers, hikers, and dancers. Arthritis sufferers, disabled people and industrial workers will also benefit from the product. It also works well on men's dress shoes and is especially useful on children's shoes. Suggested retail price is \$3.99 per applicator.

Untied shoelaces create slips, trips and falls, but can also get snagged in bicycle gears, escalators and equipment. Double-knotting shoelaces often doesn't work because the topknot often comes untied. Other solutions like lace locking devices are impractical and will not work on dress shoes. LACE STICK® solves the untied shoelace dilemma without interfering with the look or the performance of the shoe and wearer.

REVIEWS:

- "This is the best stuff ever!" Wendy Bumgardner, Editor, Walking.About.com.
- Favorable product reviews in *RUNNER'S WORLD* and on [Runningnetwork .com](http://Runningnetwork.com).
- #1 rating from Walking.About.com when compared to 8 competitive products.
- Tested and recommended by Toy Tips with a "5-Star " Exceptional Product" rating.
- Oregon State University recommends LACE STICK® for student safety.

SUGGESTED RETAIL PRICE:

US \$3.99 per applicator unit.

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