

Booty-Up

MEDIA RELEASE

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Former newsreader Jennifer Hansen has marched into the world of fashion and retail with a new product, designed to whip wardrobes and store displays around the nation into shape!



“Booty-Up” is a ‘new take’ on the old-fashioned boot tree. A simple conical shape with a removable cap, “Booty-Up” fits snugly inside boots, helping them to stand upright, preserving their shape and preventing ‘boot droop’! For some very high-heeled boots, extra weight can be placed inside the cone to give added stability.

“Booty-Up” has a decorative fashion design down both sides of the cone, giving it a classy edge. It is sold both as a retail product to customers and as a wholesale product, to companies wanting to improve their ‘in-store’ displays. There is also the option for major shoe retail chains, (as Wittner have done), to replace the “Booty-Up” logo on top of the cap, with their own logo, thereby making “Booty-Up” a promotional device as well as a funky and functional product.

It’s the new wardrobe essential that every woman will want – affordable, durable and easy to use. “Booty-Up” is now being sold in Wittner and David Jones stores across Australia for \$24.95.

For more information or to arrange an interview:

Phone: +61 (0)407 339 376

or visit www.ubersavvy.com.au

To order “Booty-Up” through mail delivery, phone 1300 137 463