



**FOR IMMEDIATE RELEASE**

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## **DNA to represent W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity) In Midwest**

**Boone, NC** – Bonnie Jesseph has tapped DNA (Dennis Nemcek & Associates) to oversee sales for the W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity) line of wine-related gift merchandise across the midwest region of the United States. Under the agreement, DNA will rep Jesseph's W.I.N.O.S.<sup>™</sup> line to independent retailers, specialty stores and gift shops in Illinois, Indiana, Michigan, Minnesota, North Dakota, South Dakota and Wisconsin.

"I'm excited to partner with DNA who has established a reputation as a trend setting showroom," says Jesseph, who will make a personal appearance during the Chicago Living & Giving Market in DNA's permanent showroom #1426 at the Merchandise Mart July 28th to August 3rd, 2011.

W.I.N.O.S.<sup>™</sup> complete line of humorous cookbooks, apparel, stationery and gift merchandise will be showcased. New designs for the patented\* GLOVIE<sup>™</sup> wine glass insulator will be displayed, and for those who prefer "hands-free drinking," W.I.N.O.S.<sup>™</sup> introduced a lanyard option for the GLOVIE<sup>™</sup>. "All of our products are sassy, fun and tastefully done," says Jesseph, who has made a business focusing on what she calls "girlfriend gifts." She founded W.I.N.O.S.<sup>™</sup> in 2005 after a particularly stressful period in her life. "I needed some sanity at this particular crossroads in my life and just happened to be drinking a glass of wine during my soul searching. I visualized sanity as diving into a wine glass at the end of the day and before I knew it, W.I.N.O.S.<sup>™</sup> was born."

Established in 1986, DNA recently celebrated twenty five years in the industry and has a long-standing reputation in the gift industry representing over 50 book, gift, toy and trend vendors. With showrooms in Chicago and Minneapolis, DNA has over 18 well respected representatives in the gift industry.

### **About W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity)**

Headquartered in Boone, North Carolina, W.I.N.O.S.<sup>™</sup> (Women In Need Of Sanity) is all about cooking, eating, laughing, enjoying wine, friends, family and most of all – having fun. The company manufactures and markets cookbooks, apparel, gifts and accessories with a sense of humor. W.I.N.O.S.<sup>™</sup> operates with a high set of standards, a sense of purpose and the desire to give back with a portion of the profits dedicated to the prevention of breast cancer, heart disease, domestic abuse and Alzheimer's. The W.I.N.O.S. Buddies<sup>™</sup> Club is a social membership program with chapters being established across the country. To learn more about the company, please visit [www.winoshavefun.com](http://www.winoshavefun.com).

*\*U.S. design patent #D640900*

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