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Media Contact

Bonnie Jesseph at 828.262.3333

or info@winoshavefun.com

W.I.N.O.S.TM (Women In Need Of Sanity) Awarded Design Patent For GLOVIETM Wine Glass Insulator

Boone, NC – U.S. design patent number D640,900 S was awarded to Bonnie Jesseph, designer of the W.I.N.O.S.TM GLOVIETM wine glass insulator on July 5, 2011 by the United States Patent and Trademark Office.

Constructed of stretchy neoprene, the patented GLOVIETM wine glass insulator is curvaceously contoured to fit a wine glass ‘like a glove.’ Its sleek design has no bulky hardware and the graceful curve of the GLOVIETM ‘Pucker Protector’TM follows the shape of your lips – what a beautiful way to keep your lipstick where it belongs! “It’s designed by a woman for a woman,” explains Jesseph.

The move can be considered a major victory for W.I.N.O.S.TM as it follows the issuing of a patent for JB Original’s Woozie[®] wine glass insulator last year. The Patent Examiner looked at the Woozie patent and decided it did not bar protection for the W.I.N.O.S.TM GLOVIETM. The issuance of the W.I.N.O.S.TM GLOVIETM design patent recognizes, in the U.S. government’s eyes, that the innovative design of the GLOVIETM is new and distinctly different from the Woozie[®].

Jesseph introduced the GLOVIETM to her W.I.N.O.S.TM line of wine-related gift merchandise last



year. She saw the need for a wine glass insulator to keep white wine chilled and red wine at the optimal temperature. Jesseph also wanted to expand on her collection of sassy sayings that also adorn stationery, cocktail napkins and magnets. “Why should beer can insulators have all the fun?” she quips. She searched the market for a design from her suppliers, but coming up unsuccessful each time, decided to create her own. “I am always looking for sanity saving ideas,” says Jesseph, who founded W.I.N.O.S.™ (Women In Need Of Sanity) in 2005 after a particularly stressful period in her life. “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.™ was born.”

The GLOVIE™ also comes with a lanyard option so you will never lose your glass of wine. “It’s great for wine tastings, sip and strolls, outdoor picnics, cocktail parties, or whenever you want some hands-free drinking,” says Jesseph with a laugh.

“The reaction from our customers has just been overwhelming,” says Jesseph. “There is a great market for fun gifts in the lower price points, and there is a W.I.N.O.S.™ GLOVIE™ to fit every personality. They can also be custom imprinted for events and promotions.” The GLOVIE™ is available in an assortment of bright festive colors and comes in over 100 humorous sayings that are sassy, fun and tastefully done.

W.I.N.O.S.™ will be exhibiting their products July 15-19 at the AmericasMart Gift Market in Atlanta, building 3, temporary booth #5-1800, and July 28-August 3 at the Merchandise Mart in Chicago, DNA permanent showroom #1426.

About W.I.N.O.S.™ (Women In Need Of Sanity)

Headquartered in Boone, North Carolina, W.I.N.O.S.™ (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.™ 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™ Club is a social membership program with chapters being established across the country. To learn more about the company, please visit www.winoshavefun.com.

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