

PRESS ALERT

Urine device for women helps entrepreneur win 'Silver Award' from British Female Inventor and Innovation Network (BFIIN).

Samantha Fountain, entrepreneur and inventor, has been awarded the 'Silver Award' at the 'BFIIN Excellent Women Awards 2006'.

The Awards, held in London's Guildhall on 21st February 2006, showcased the best in female led design. Samantha won her award in the overall category for the 'British Female Inventor 2006' for her invention 'Shewee'.

Shewee is a device that allows women to urinate whilst standing or sitting without removing clothes. At just 7" long, the plastic funnel fits easily into a pocket, handbag or rucksack. 29-year-old Samantha developed the idea initially as part of her degree at university, the idea having come to her while backpacking around Europe.

Having dreamed of being an inventor since she was young, Samantha has spent the last 7 years sourcing the financial backing that she needed to go it alone and more recently getting Shewee to market. She left a burgeoning career in the city to start in her parent's spare room. Along the way from idea to businesswomen, Samantha has also won the 1999 'James Dyson Product Design Award' and appeared on BBC2's Dragons Den!

But it is proving to be well worth it: along with recognition of her peers that comes with the BFIIN Award, Samantha already sells all over the UK and has distributors as far a field as South Africa, Australia, New Zealand and America. She employs 5 people on a freelance basis (this will soon need to be more!) and where she used to approach other local business women for help and advice they now approach her! Samantha is justifiably proud of her success, saying "I have started a business from scratch, with little experience but a lot of determination, and managed to make it work. Winning this award is a welcome reflection of all this, all of what I have achieved over the past year".

Shewee can be used by women in situations where squatting is impractical, difficult or potentially embarrassing, or anywhere toilets are unhygienic or not always readily available. Samantha is therefore looking forward to her invention becoming an essential item for every woman, especially those who travel, walk, ski, run, hike, cycle, sail, those in the armed forces, pilots, rock climbers, those with restricted mobility, and many, many more.

Shewee is currently available to buy online at www.shewee.com and at various retail outlets at a price of £5.

Ends

Notes to Editor:

British Female Inventor and Innovator Network – Silver Winner for the overall Female Inventor 2006. 22nd February 2006.

The 2nd series of Dragons' Den ran from November 2005- December 2005. Follow up program on Samantha Fountain due for November 2006.

Digital Images available on request from Shewee Ltd

Spokespeople:

Sam Fountain, Director of Shewee Limited may be contacted on +44 (0)7970 535894 or at sam@shewee.com

Shewee is available to purchase

Online at www.shewee.com

Press contacts:

Advertising, PR & Design: Ginger Visuals Limited

Shewee Ltd distributes Shewee through camping & outdoor stores, chemists, supermarkets, garages in the UK, USA, Australia, South Africa and New Zealand and hopes to supply the Armed Forces & the NHS.