

PRESS ALERT

James Dyson Design award winner launches Shewee[®], the portable weeing device for female travellers.

A revolutionary portable urinating device for ladies –Shewee - is set for its UK television launch, and is featured on the forthcoming second series of BBC2's *Dragon's Den*, which will kick-start the worldwide publicity launch of Shewee.

Despite some frank comments in the programme recording from 'expert' Dragon and former Red Letter Days owner Rachel Elnaugh to Samantha Fountain (the aptly named inventor of Shewee), Sam was strongly encouraged by the other Dragons to pursue her brand, and as a result is commencing Shewee's consumer launch, which Sam hopes will become as indispensable as the pen knife or first aid kit for travellers on the go.

Sam was chosen by the BBC to appear from hundreds of other applicants and given just thirty seconds presentation time in front of the Dragons to pitch for their £75,000 investment.

Shewee can be used in situations where squatting is impractical, unhygienic or difficult, or anywhere toilets are not always readily available, from travelling, camping, hiking or mountaineering to skiing, sailing or running.

It is a stylish, ergonomically designed, moulded plastic device that comes in a hygienic resealable pouch, which allows ladies to wee while standing up and without removing clothes, by holding against the crotch. Designed at just under seven inches long, it is lightweight enough to be carried in ladies' handbags, rucksacks or pockets.

Shewee is made with a smooth, liquid-repellent coating to ensure cleanliness and hygiene at all times, and is machine or hand washable. Any wee can now safely be directed away from the body with no drips, splashes or the need for bare bottoms.

28-year-old entrepreneur and inventor Sam is Managing Director of the privately owned company Shewee Limited. She developed her idea, initially part of her degree at university, while backpacking around Europe.

'One of my biggest gripes was the condition of squalid toilets in some villages', Sam explained. 'Male friends could just stroll up and be on their way in a few seconds, while the girls in the group were just starting to take off backpacks, clothing and then attempting to find somewhere to squat, all the time trying to avoid touching things for fear of the germs. Shewee does away with all of this fuss'.

Sam patented her design and entered the annual New Designers awards, where she won the James Dyson Product Design Award and completed a six month placement with Dyson's design team as part of her prize.

Shewee represents the culmination of Sam's life-long dream to be an inventor. Success so far has required much hard work and the sacrifice of her career in the city, but Sam's determination has resulted in a unique product, where her strapline 'Stand up and take control' is given an entirely new meaning.

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:

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Shewee is available to purchase

Online at www.shewee.com

Press contacts:

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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.