

PRESS ALERT

James Dyson design award winner launches Shewee[®], the portable weeing device for cock-sure ladies.

Ever since God created mankind, and decided Adam needed that something extra to woo Eve, man has always had one small but significant advantage over the fairer sex – the ability to fertilise England's green and pleasant golf courses, regularly fed & watered by peeing gentlemen golfers everywhere.

These days are now numbered, as women and women golfers are getting ready for the launch of a new member to their clan. Shewee – a stylish, ergonomically designed, moulded plastic device just seven inches long – without any vibro buttons in sight – allows girls to go where no girl has gone before – on the course without squatting, splashing or any bare nether regions.

Clamped around a ladies' 'bits' with all the suction power of a Dyson vacuum cleaner, Shewee is the best invention since the tee and rather a lot more fun, both allowing a ball and a peeing lady golfer to stand upright in the grass & take control.

Samantha Fountain - the aptly named inventor of Shewee - was recently chosen by the BBC to appear from hundreds of other applicants and given just thirty seconds presentation time in front of a panel of 'professional entrepreneurs' – the Dragons - to pitch for their £75,000 investment on the TV program Dragons' Den, soon to be aired on BBC2.

For those gentlemen amongst you who are feeling a little threatened by this, just think of the advantages. No more desperate searching for that strategically located tree on the course or spending hours at festivals holding your girlfriend's peach Bacardi breezer while she stands in line to grapple with a less than salubrious portable toilet.

Admittedly it might be a bit strange to cross swords with a lady golfer, and you really wouldn't want to start the 'comparing sizes' conversation but lets face it, it would make golden showers a whole lot more accurate.

Convinced? – then stroll over to shewee.com and get the lady in your life one before all your friends catch her squatting in the rough.

Unconvinced? Then read some of these comments from satisfied users;

'It's changed my life. It was like having an extra club in the bag. Thank you SHEWEE!' Sharon, 37, from Woking.

'Up until now, it's been a pretty 'rough' experience trying to go to the loo during a round but Shewee gives me a fairway to pee', Rose, 87, from Bognor.

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.