

Press Release

For Immediate Release

Friday July 14th 2006

Switch Sticks Launches New Range for Summer/Autumn Season

Due to increased demand from both the UK and overseas Switch Sticks unveils 3 new designs

Following an impressive few months where Switch Sticks has signed retail deals across the UK; shipped orders as far and wide as Hawaii and Hong Kong; opened a retail outlet in Australia and appeared in a Manchester fashion show, 3 new innovative designs are about to hit the shops.

The new designs for the Summer/Autumn season were launched at the Harvey Nicholls & Multiple Sclerosis Society "Material Girl" fashion show in Manchester and include: *Military*, *Earth* and *Polka*! With a distinctly masculine flair the *Military* design brings together khakis, bold blacks and subtle greys. *Earth* embodies a softer style with beiges, browns and pastels at the forefront, whereas the *Polka* stick shouts colour with bright and pale pinks on a luscious silver base.

To add to the new designs Switch Sticks also announced recently a new luxury model to enhance the portfolio. This stick – which retails from £24.99 – has neat interlocking joints and increased weight bearing capability up to 100kg.

Switch Sticks Director Vicky Mitchell announced at the "Material Girl" show:

"These new designs are great fun, people are really pleased with them, feedback is great. Our customers love Switch Sticks but told us they wanted more choice, so that's what we've done!"

Switch Sticks can now be found at a range of retailers around the country as well as online. Some recent retail additions include John Bell & Croyden in London, Hoopers of Tunbridge Wells, Snape Maltings in Suffolk, Get Smart II in Seaton Burn, Lucyynthia in Beaconsfield, the Glyndebourne catalogue and the Royal Horticultural Society (in Wisley & Harrogate). Further details online at www.switchsticks.com

For more information please contact:

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Notes to editors

Switch Sticks

Switch Sticks is the modern walking sticks company for all ages. Founded by Vicky Mitchell and her Aunt Jean Smith in late 2005, the company produces high quality and innovatively designed walking sticks for all walks of life!

Vicky's skills in sales and marketing and Jean's nursing and retail background have come together to create a company that provides people with sticks that compliment their style and outlook. No longer will those with mobility problems have to endure boring mobility aids.

Seven designs are in production, and all sticks are made to European Standards by a manufacturer with an excellent pedigree in medical products.

Switch Sticks retail from £19.99 + P&P, are presented in a stylish gift box and can be bought online at www.switchsticks.com, mail order through PO Box 209, Morpeth, NE61 9AG, or through their Sales Centre on 08451 114 114.

