



Company Fact Sheet

Our Beginning: Woozie was a brilliant idea by Founder and President Julia Sherron in the hot, sultry summer of 2008. Julia, her husband Frank, and sons Haynes and Neill, were entertaining friends at the beach when Julia commented that she wished she had an insulator for her wine glass like they make for cans. She was tired of dealing with a drippy glass and warm wine. In that split second, the concept for a wine insulator—a Woozie—was born.

Our Middle: Once Julia did her homework and realized there were no other wine insulators on the market, she dusted off her sewing machine, cut up every koozie she had in the house, and started creating the first prototypes of Woozie. At some point she realized she needed larger pieces of neoprene to work with and an extra large pair of work-out shorts from a local shopping mart fit the bill.

The Fun Part: “Top Secret” testing began in earnest when Julia and Frank shared their “classified” project with family and friends. Julia tried out all kinds of styles and shapes, materials and clasps. The Sherrons got feedback on everything from design to color, price point to product presentation. This phase was very hush-hush and everyone was sworn to secrecy.

Our First Shipment: The time had come for the next step, getting initiated into the world of manufacturing. Julia found one willing to produce a small, quality run and before long their first shipment for nine different colors arrived.

Off We Go: By this time—which by the way was only a few months—Woozie is a registered trademark and the design is patent pending. Next the Sherrons had to dive into the world of gift marts and distributors and get Woozies into the hands of the world, well at least the USA. Woozie is no longer a secret.

Our First Show: After a test run at a small, local gift show, the Sherrons were ready for their first real show, the Atlanta Gift Mart in January 2009. The stay-at-home mom and former banker used their past skills and knowledge to prepare. But who knew when they arrived that they'd be offered the empty booth next to theirs, doubling their space. Off for more supplies and decorations Julia went! Even with a few moments of nerves, Atlanta was a success!

Our First Big Order: A friend in Raleigh wanted to give Woozies with his company name on them, on a wine glass, gift-bagged for his company party. Imagine the thrill Julia felt seeing that first big order packaged and ready to go!

Our First Year: Fast forward through lots of work, lots of shows, lots of learning. Woozie fever is catching on and Woozies can be found coast to coast in stores and retailers of all sizes.

Over the Border: In 2010, Woozie signs with a Canadian distributor. Watch out Canadians, here comes Woozie!

Our Product Line: Original Woozie comes on either a top quality wine glass or on a wine glass cut-out card, both attractively gift bagged, available in 12 different colors. The Original Custom Woozie comes in the same great colors but can be customized with your logo or wedding date or most anything you want it to say. At a loss for words? We have Words of Woozie and Holiday Words of Woozie to help you out. Original Monogram Woozie comes in 18 letters in both a neon collection and a jewel collection. Original Woozie Party Pack offers four Woozies together in an assortment of colors and patterns.

Our Customer: Fun, innovative, trendsetters with an eye for style. Traditionalists who like practical solutions to age-old problems. Anyone who loves giving gifts people will adore. Buyers for boutiques, wineries, resorts, restaurants, gourmet/kitchen retailers, gift stores, and more...who know a great idea when they see one.

What's New: Original Designer Woozie in a Caribbean collection and Safari collection. Big Woozie in Classic, Custom, and Monogrammed versions for those large red and white wine glasses. Wine Bottle Woozie, also in Classic, Custom, and Monogrammed versions.

Our New Location: Woozie has opened their own expanded distribution facility in Raleigh, North Carolina at 7250 ACC Boulevard, conveniently situated off HWY 70/Glenwood, a few miles from I-40, I-540, and the Raleigh-Durham International Airport.

Our Future: More great Woozie products!

The Woozie Team:

Julia Sherron, Founder and President

Julia@woozie.com

Frank Sherron, CEO

Frank@woozie.com

Ed Johnson, COO

Ed@woozie.com

Wes Pollard, CFO

Wes@woozie.com

Mitch Spoor, VP of Sales and Marketing

Mitchspoor@yahoo.com

Neill Sherron, Sales and Product Development

Neill@woozie.com

Contact:

Woozie

Frank Sherron, CEO

919-781-4441

www.woozie.com

info@woozie.com