

PRESS RELEASE, DRAFT 1 (400 words max. including headline. Word Count roughly 330 right now.)

Possible Headlines:

How Do You Keep Your iPod Hip Now That Everyone Has One? Adcandy And Pro'tech'd Join Forces To Conquer Modern Dilemma.

Body:

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Another holiday season has come and gone, and with it a new wave of white ear buds can be seen sprouting from the heads of children, grandparents, and the terminally un-hip everywhere. For fashionistas, this trend creates a unique problem: How do I set my iPod apart from the pack? For new iPod owners, the problem is more practical: How do I protect my iPod from my own unsure hands and the precarious elements?

Pro'tech'd (www.protechd.com) has addressed both of these dilemmas by creating "**Cozy**," a sweater-like, fashionable and functional iPod sleeve. **Cozy** is hand-knit in vibrant colors from certified, organic cotton yarn and its functional design allows for easy access to all iPod features – display, click wheel, head phone jack, on/off switch and charger port.

To commemorate the launch of Cozy, Pro'tech'd has enlisted the public to come up with marketing ideas by retaining **Adcandy** (www.adcandy.com) to host a competition on its site. Adcandy, which has been featured in *Wired*, *Adweek*, and *Fast Company*, is the world's first "virtual" ad agency. Its mission is to give consumers a voice in the creation of advertising.

The two companies fit together almost as snugly as a Cozy on an iPod. Adcandy empowers consumers, and Pro'tech'd, in keeping with its mission, produces all Cozy in accordance to **Fair Trade** guidelines. Collectives of Peruvian artisans hand-knit the products in an established work facility where they enjoy clean and safe working conditions and educational opportunities. The artisans also earn 20% more than "Fair Living Wage" in Peru.

For this contest, Adcandy will ask its 5000+ users to come up with a slogan for **Cozy**. The marketing competition runs from February 1 to April 30, and is open to all U.S. residents by visiting the Adcandy.com website. **Cozy** is available at in New York at **Whole Foods / Whole Body in Chelsea, P-13/China House Tonics, Miele** and **The Art Feind Foundation** or online at www.protechd.com.