

FOR IMMEDIATE RELEASE

Boulder, Colorado

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CUBS (Cool, Usable Belonging that are Sustainable) is opening the new year fresh from two major recognitions: 5280 Entrepreneur of the Year for 2009, and a Channel 7 A-list nomination. These awards confirm Cubs growing reputation as one of the freshest, most consumer and environmentally-friendly new companies in Colorado. Their products marry beauty to true sustainability while remaining responsive to real world needs. That being the case, it was only natural that when co-founder Alexis Baile recently broke her ankle and was laid up, her mind went to the lack of attractive, stylish cast covers. "It was bad enough to break my ankle," she says, "but to have to wear an ugly tape covered cast was almost as bad as the physical pain itself! We knew there had to be a simple and beautiful solution."

Effective immediately, CUBS is now launching a new line of Cubs Cast Covers, simple and beautiful cast covers drawn from the same designer cache of sample fabrics used for their other lines. Soft and pliable fabrics which are easily slipped on and removed allow for changing the cast 'look', from daytime demin to evening glitz. The angle/leg cast design also incorporates a toe cover for chilly weather. The line is currently being launched and marketed to doctor's offices and ski resorts around the country.