

Contact: Toni M. Cauble
706.883.6242
cauble.toni@wpstv.com



One-size Wonderbar™ fits all!

This neat little warmer is truly a wonder: offering laundry savings, fresher bathroom, toasty towels – and no installation required

Huntington Beach, CA (November 4, 2004) ---What can a heated towel rack do for you? Actually, a lot more than just offer a warm towel. It keeps your towels fresher longer and cuts down on your laundry loads. And it does provide comfort. Try wrapping yourself in gentle warmth against the cool air as you step from the shower. This alone is worth the pennies a day it takes to have one.

Today the new compact model Warmrails Wonderbar™ makes it basic for everyone to have a heated towel rack. At around \$30 or less, it's totally affordable and there's absolutely no assembly or installation required. No special wiring, not even a screwdriver is needed. Just take Wonderbar™ out of the package, hook it onto your existing towel rack, plug it in to a regular wall outlet. You're instantly ready for warm towels. It's compact, takes up very little space and the cost of using it daily is as little as the cost of a light bulb turned on.

With Wonderbar™ in your bathroom, you'll find that damp towels dry faster, there's no musty towel smell and the whole room stays fresher.

Savings start with the purchase price – around \$30 or less – and it takes only pennies a day to keep Wonderbar™ running ...about like keeping a light bulb turned on. There's also a savings in laundry and towel wear. Since Wonderbar™ keeps towels drier, they stay fresher longer and can be warmed again for another round of showers. They don't have to be laundered as often – saving water, detergent and energy – so they last longer and stay prettier. The heated towel rack also is ideal for drying pantyhose, lingerie and similar items. A rack by the back door is great for taking the dampness out of scarves, sweaters and mittens.

So, why wouldn't everyone have a heated towel rack? In Europe, virtually everyone does. There, they're sold in a wide range of stores and purchased as a basic appliance, much like the way Americans buy toasters and coffee-makers. And this is starting to take hold in the U.S., thanks in part to native New Zealanders David and Shelley Heaslip, who founded Warmrails after they moved to California several years ago and were astounded that their new home didn't have a towel warmer.

“Back home, most people have one or two towel warmers running all the time,” says Heaslip. “They cut them off only when they go away for a couple of days or more. Warmrails racks are designed to run nonstop and use less power than a regular light bulb.”

Wonderbar™ -- now at selected Wal*Mart stores nationwide – is the latest and most compact in a range of styles and finishes offered by Warmrails, which implements the latest technology in heated towel racks that offer an attractive note to the bathroom.

- MORE -

NEWS RELEASE

-- 2 --

Warmrails is the nation's leading producer of conomical, attractive towel-warming racks – available in a variety of styles and finishes, both free-standing and wall-attached. California-based Warmrails supplies these efficient conveniences – already considered a basic appliance in Europe – to consumers through a variety of catalog and website retail outlets, as well as leading names in the hospitality trade throughout the country. For retailers that carry other Warmrails® models and for more product information, call toll-free 1.800.927.6724 or log onto www.warmrails.com. You may also use the search word “Warmrails” to find an online source or email the company at sales@warmrails.com.

- END -