



## WooLoot Sport Combines Fashion And Energy In New Line Of Lightweight Sport Watches

September 9, 2009

Tampa, FL (September 8 ) – WooLoot Sport is pleased to introduce its new line of lightweight, waterproof sport watches. The watches weigh just 10g and come in a dozen fresh colors. Each watch features a sleek unisex sport design, a large LCD display, a clasp-free natural soft rubber band and watchcase, and a user-replaceable battery. The watches are guaranteed to be waterproof to one atmosphere and come with a one-year warranty.

“Our beautiful sport watches combine an efficient lightweight design with an exceptional range of colors,” says WooLoot Sport Director Jennifer Perez. “Each watch also includes tourmaline, a beautiful green semi-precious mineral that can aid in detoxification, increase concentration, and improve sleep, meditation and relaxation, all of which are important to today’s athletes.”

WooLoot Sport first debuted its sport watches at the 2009 Surf Expo held in Orlando, FL August 20-22. The watches generated a lot of interest from a wide range of athletes at the show. “We received a lot of very positive feedback from the Surf Expo attendees,” explains Perez. “Surfers, skateboarders, snowboarders, kite surfers and BMX riders encounter a lot of extreme conditions when they’re engaged in their sports. They need watches that can keep up with the athletes and still look great.”



The watches are now available for sale through the company’s Web site and at sports specialty stores nationwide. “In the near future, we’ll carry a full line of fashionable sports equipment that complements the action-sports lifestyle,” says Perez. “WooLoot Sport is positioned to become the premiere action sports supplier for even the most extreme athletes who want to make a unique fashion statement about their sport!”

### About WooLoot Sport

Three entrepreneurs in the Tampa FL area who saw a real need for practical yet fashionable sports equipment for action-sports athletes founded WooLoot Sport in 2009. WooLoot Sport is dedicated to bringing outstanding, attractive and practical sports equipment to market that helps athletes achieve their true potential. We search the world for products that meet our standards for quality and allow extreme athletes to tap into the dynamic world of sports fashion at the same time. For more information about WooLoot Sport, please visit our Web site at <http://www.WooLootSport.com>.