



JerseyNaps® Announces Unveiling of www.JerseyNaps.com

Ecommerce allowing the online purchase of JerseyNaps to be added in late August.

ASHLAND, WI - (July 2007) JerseyNaps® announced today that www.JerseyNaps.com will be unveiled Monday, July 16, 2007.

Featuring a sleek look and excellent functionality, JerseyNaps.com promises both consumers and business-to-business customers a wealth of information, including 3-D animation of JerseyNaps unfolding to a regular napkin, up to date news, customer comments and the latest JerseyNaps designs.

And in late August, ecommerce will be added to the site so fans and wholesale customers can purchase JerseyNaps on line.

“Our reliable friends at LimeDot Web Shop delivered on our request to design JerseyNaps.com to be enjoyable to visit from the visual and content standpoints, but also effective at answering questions and providing customer service for current or potential JerseyNaps customers,” said JerseyNaps Chief Marketing Officer Will Katz. “And the addition of ecommerce just before the kickoff of football season will make JerseyNaps available to everyone across this great country.”

Establishing a dynamic new product category, JerseyNaps® are high-quality napkins folded in a patented design to replicate a sports jersey, entertainment character, brand icon, or seasonal costume. And they are made in the USA at a new state-of-the-art manufacturing facility located in northern Wisconsin.

About JerseyNaps®

JerseyNaps are a patented item exclusively from ThemeNaps LLC, headquartered in Ashland, Wisconsin and with a sales, marketing & licensing office in Atlanta, Georgia. JerseyNaps are made in the U.S.A. in a state-of-the-art manufacturing facility and they feature combined/embossed 2-ply tissue and latest technology in flexographic, food-grade printing. JerseyNaps are protected by U.S. Patents U.S. Numbers D487,370, D486,026, D482,922, and D472,093 under exclusive patent license agreements from Foogi LTD. For more information, please visit the Company's website at www.JerseyNaps.com