

For Immediate Release

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TIE BUDDIES™ TO REVOLUTIONIZE HOW AND WHEN CHILDREN LEARN TO TIE THEIR SHOES

LAS VEGAS, NEVADA – October 8, 2007 – Widget Works, Inc. hits the market with a revolutionary product, Tie Buddies™.

Headquartered in Las Vegas, Nevada, Widget Works, Inc. is responsible for taking Tie Buddies™ to market. Tie Buddies™, a mom invented, patent pending product specializes in teaching children to tie their shoes. **What's the big deal you ask?** Tie Buddies™ eliminate the “bunny-ears” or loops which cause much of the difficulty for children. They will help children learn sooner and with better recall and method. Tie Buddies™ will launch with one boy specific design and one girl specific design with many other characters to come available for retail in the US.



Wendy Welling, President of Widget Works, Inc, commented "Tie Buddies™ has created a special niche in the children's footwear accessories industry and we are excited to bring this creative solution to children and parents alike."

"While parents understand that children will learn at different paces the task of repeatedly tying your child's shoes has brought frustration to many parents and their children.

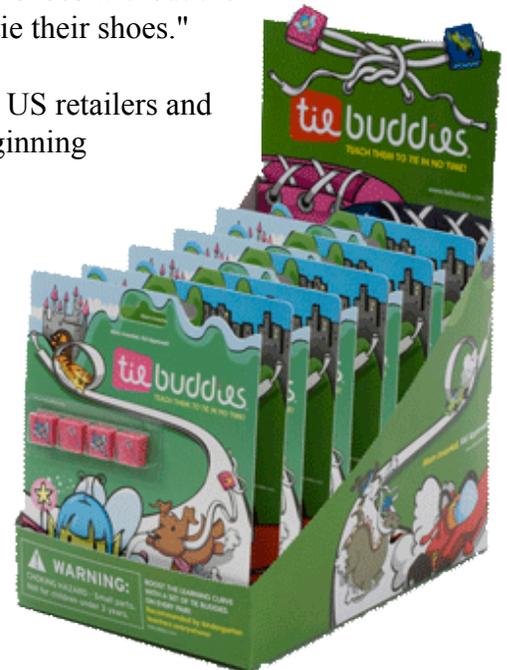
Tie Buddies™ give children and parents independence while aiding and teaching a lifelong skill. The characters create a relevant story for the child allowing them to remember the steps more easily while also providing a “pull-tab” like grip to ease the process. There is nothing in the market like Tie Buddies™. They can be left in place on a shoelace allowing children the independence of tying their own shoes without the aid of an adult. Tie Buddies™ will revolutionize how and when children tie their shoes."



Tie Buddies™ will be available at US retailers and online at www.tiebuddies.com beginning October 15th, 2007.

About the inventor - "There's got to be an easier way!"

Tie Buddies were born when Wendy Welling lay beside her youngest of two girls one night thinking, “There's got to be an easier way!”...to teach her daughter to tie her shoes. With books, color coded laces and other various tools, one thing stood out. Why do we need to use the bunny ear method? Why not eliminate the loops that create the confusion for children? With that, Wendy began the journey with her two children to find an easier teaching aid and a method with stronger recall. The result... Tie Buddies™.



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