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PRESS RELEASE

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West Chester, PA — Kuffco, LLC announces the issuance of US Patent 7921470 for a sleeve holder for maintaining a garment sleeve in a rolled or gathered condition. Particulars include:

Field of the invention

The present invention relates generally to wearing apparel. More particularly the present invention relates to a protective device for sleeved garments, such as shirts, blouses, long sleeved dresses, sweaters and the like.

Background

Long-sleeved garments can prove to be inconvenient and troublesome when the wearer engages in certain activities such as washing dishes and household chores, gardening, as well as crafts. These all represent situations where the wearer's sleeved garment is prone to getting wet or soiled during the aforementioned activities. To provide a way for protecting garment sleeves during these activities is desirable.

The solution — KitchenKuffs[®] developed by Barbara Doran, principal of Kuffco, LLC.

Why did you create this product?

“I wear a lot of sweatshirts”, says Doran “and I spend a fair amount of time in the kitchen, preparing meals and cleaning up after. I’d forever be pushing my long sleeves up while cooking or washing something in the sink. My sleeves would always fall back down my arms and I’d end up with wet sleeves. I hate that. So, I decided to do something about it.” The first KitchenKuffs were developed in 2008 and made available for sale by November of that year.

Sales continue to grow as word spreads about KitchenKuffs. In April, Doran was featured as *Doer of the Week* on the Martha Stewart Dreamers into Doers website. The publicity was phenomenal, generating orders from around the world.

New inventory has just arrived, but quantities are limited. More information is available at www.kitchenkuffs.com.

KitchenKuffs — Keep your sleeves up!

For more information please contact:

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Following are links to independent reviews of KitchenKuffs:

<http://www.coffeebreakwithlizandkate.com/introducing-kitchenkuffs-lizs-rave>

<http://faithandfamilyreviews.com/2011/04/12/garden-sleeves-or-kitchenkuffs/>

<http://www.myspringfieldmommy.com/2011/04/save-you-sleeve-with-kitchen-kuffs.html>

<http://www.50fabulous.com/reviews/>

To view the Martha Stewart interview please click on the following link:

<http://dreamers.marthastewart.com/page/doer-of-the-week-barbara-doran>