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February 04, 2003 05:20

Does Your Love Have Cold Feet and a Warm Heart? Zzooties Bed Socks May Offer Relief Under the Sheets.

BETHLEHEM, Conn., Feb. 4 /PRNewswire/ – Zzooties sleeping booties are now available with a new "Sleepy Heart" embroidered on the cuff, just in time for Valentine's Day. The slumber socks are also now available for men.

"Our sales just before Christmas exceeded expectations," states owner Lynn Gorman. "I was also surprised by the number of men who admitted to having cold feet in bed and requested Zzooties for themselves." Visit <http://www.zzooties.com> for a complete description of the different styles. (Cost is \$9.95 per pair. Call 877-996-6843. In Connecticut, 203-266-5079.)

Zzooties were launched in November 2002. They are made of moisture-wicking CoolMax(R), cotton, and a small amount of nylon for fit for a "not too hot, not too cold" feeling under bed linens.

Founder Lynn Gorman has been a year-round bed sock wearer since 1998 when she heard of a study linking warm feet bringing on sleep. "I tried all sorts of socks to sleep in and found the ped style most suitable, but the material content had to be right."

Ms. Gorman uses a manufacturer in the Midwestern U.S. to produce Zzooties. "It's important to me that they are made in America."

For more information, contact Zzooties, LLC, 877-6843, <http://www.zzooties.com>.

SOURCE Zzooties, LLC

/NOTE TO EDITORS: Product is available for demo. Gorman is available for interviews. CoolMax is a registered trademark of DuPont./

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