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FOR IMMEDIATE RELEASE

**A New & Different Gift for Dad This Holiday Season —**

**Finally A Way to Give the King of the Castle the Throne He Deserves**

**(Chicago, IL)** – Spaloo, a new product being introduced to the American marketplace, promises a better bathroom experience for Dad (and the rest of the family) by delivering “hands free cleaning.” Imagine, a holiday gift that provides something useful, luxurious, practical, ecologically-sound, and healthy—all at the same time, that he will enjoy at least once a day!

Spaloo cleans by using a gentle stream of warm water; no wonder it’s Japan’s best kept secret (a 2000 study indicates more homes have a Spaloo type seat than have a personal computer)! Water cleans better and feels better than paper. Spaloo replaces an existing toilet seat and taps into an existing water line. It is easy to install and even easier to use. With the touch of a finger on the control panel, the Spaloo’s seat temperature can be adjusted (great for Dads in cold climates), the water pressure can be increased or lessened, the water temperature can be set to

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warm – warmer – warmest; even a blow drier can be activated to assure no irritation (Dads over 50 might not wish to reveal they suffer from hemorrhoids, as does 50% of the U.S. population over age 50). Truly Spaloo offers the most innovative and sanitary toileting experience of most men's (and even women's) lives.

In an era of home improvement and in a day and age when good health, cleanliness and longevity are at a premium, American Dads are primed for a new personal care innovation. Why not a Spaloo for Dad? This gift won't be put away to gather dust and be forgotten. It's a gift he will use and enjoy every day.

Spalooos are available online at [www.Spaloo.com](http://www.Spaloo.com) or by calling 1-888-Spaloo2.

