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## **Deltess Corp. is Exclusive E-tail Rep for Revolutionary New Beach Umbrella Anchor**

*Deltess Corp., maker of Ostrich brand outdoor products, partners with Buoy Beach LLC to add the patent-pending Shade Anchor to their product line. This first two-in-one umbrella anchor and stylish beach bag sets up fast uses sand as ballast and easy open straps to hold beach umbrellas steady from the top-- even in high winds.*

Hopewell, NJ - July 12, 2011: Deltess Corp. (<http://www.ostrichchair.com>) has added another winning invention to their stable of innovative outdoor products as the exclusive internet sales partner of Buoy Beach LLC, maker of the Shade Anchor Bag beach umbrella anchor (<http://shadeanchorbag.com>).

The Shade Anchor Bag has shown enormous early success with over 3000 bags sold in its first two months on the market. The invention replaces the “sand screw” as a method for holding beach umbrellas in place, using beach sand as ballast and easy to use anchor straps secured above the umbrella runner. It doubles as a beach bag so there’s nothing extra to carry to the beach.

Says John Supino, Buoy Beach LLC founder and inventor of the patent-pending Shade Anchor Bag, “Beach goers love the Shade Anchor. Most sales are in multiple units. These early adopters want to share their ‘discovery’ with friends and family. Customers are literally throwing away their sand screws after trying the Shade Anchor – it’s so much easier to use, and keeps beach umbrellas in place even in very high wind conditions. I’m confident teaming up with Deltess will help take the Shade Anchor worldwide.”

“We’ve had a lot of success with internet sales and have gone down this road before,” says Deltess president and co-founder, Adam Tesser. “We’re always looking for innovative products to add to our stable, and the Shade Anchor fits the bill.” Deltess has also recently added the Ostrich Pool Puzzle to their product line.

According to Deltess CEO and co-founder, David D’Alessandro, “The Shade Anchor Bag is a perfect fit for us. We want to represent high quality products that fit people’s wants and needs – innovations that solve problems. The Sand Anchor Bag is exactly that kind of product.”

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About Deltess Corporation:

Deltess Corporation is a pioneering company that designs and manufactures original outdoor products. Deltess incorporated in January 2004 when its two founders began the patent process for their first creation, the *Ostrich 3NI Chair*. With the *3NI*'s success, Deltess began production on a new line of innovations including the *Ostrich Pakseat*, the *Ostrich Chaise* and the *Ostrich On Your Back Chair*. Deltess Also represents the *Ostrich Pool Puzzle* and the *Shade Anchor Bag*.

About Buoy Beach LLC

Buoy Beach is the manufacturer of the patent-pending Shade Anchor Bag, a beach umbrella anchor that uses ballast to keep beach umbrellas from blowing away in the wind. Founded in 2010 by former life guard, John Supino, Buoy Beach is currently developing an expanding line of beach-friendly products including variations on its flagship bag.

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