

FOR IMMEDIATE RELEASE

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Buoy Beach Sets Sail at Surf Expo with New Shade Anchor

The first two-in-one umbrella anchor and stylish beach bag sets up fast using sand as ballast and easy open straps to hold beach umbrellas steady -- even in high winds Shade Anchor Doubles as a colorfully chic shoulder duffel to transport gear to the Beach

New Milford, NJ, January 4, 2010 – Buoy Beach LLC today announced it will officially launch its new product, the Shade Anchor Bag, at the Surf Expo in Orlando, FL on January x, 2011. The Shade Anchor uses beach sand as ballast and unique anchor straps that secure a beach umbrella above the runner to keep the umbrella secure from the top, with no chance of it wiggling out.

“Our market research has been both intensive and fun,” says John Supino, Shade Anchor Bag creator and president of Buoy Beach. “In addition to vetting our product with beach goers and shade umbrella users, we’ve talked to scores of enthusiastic lifeguards who witness almost daily accidents involving wind swept umbrellas. Shade Anchor solves this problem.”

The Shade Anchor sports a large outside zippered pocket to keep valuables out of the sand, a shoulder strap, plus exterior mesh pockets to hold water or sports bottles. The main interior compartment doubles as a beach bag to transport towels, magazines, sun screen and other beach accessories.

The Shade Anchor works in any type of sand, in 30+ mph winds, and allows you to tilt your umbrella. It is simple enough for a child to set up in minutes, and comes in 7 colors.

According to company president and Shade Anchor inventor, John Supino, “Having spent so much of my life on the beach, starting when I was a lifeguard on Long Beach Island back in my high school days, I’ve seen hundreds, maybe thousands, of umbrellas go flying down the beach in a gust of wind. Not only does this result in damage to the umbrella, more importantly, beachgoers in the path of the runaway umbrella are at serious risk of injury. As a father of two young kids, I wanted to develop a product that’s affordable and easy enough for almost anyone to use to keep out of the sun without risking damage from a runaway umbrella on a windy day.”

Buoy Beach LLC will officially launch the Shade Anchor at the Surf Expo in Orlando, FL. The Expo runs from January 6-8, 2011. The company will be at booth 1587.

For additional information, contact:

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Buoy Beach LLC was incorporated in November 2010, inspired by the invention of the Shade Anchor by its founder, John Supino. The company is working on the development of a line of beach accessories that will complement the Shade Anchor.

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