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CONTACT INFORMATION FOR MEDIA ONLY:

Contact: John Younts
Fog Thief/FunProjex
202-374-0088 (cell)
jy@fogthief.com

Josh Fertel
River City Marketing, LLC
703-218-1750
Josh@rivercitymarketing.com

Fog Thief Selected for an “As Seen on TV” Product and Now Comes in a Variety of Colors

Fog Thief Boosts Safety and Enjoyment of Helmet Sports

Fairfax, Virginia—March 27, 2014: Fog Thief, a mouthpiece designed to boost safety and enjoyment of helmet sports, and especially winter helmet sports, has been selected by As Seen on TV Productions as one of its featured products.

As an As Seen on TV (ASOTV) product, Fog Thief will enjoy a full direct response campaign, including a website, Internet sale, and television advertisements through ABC, NBC, CBS, FOX and major cable networks.

“I can’t express how excited we are to have Fog Thief chosen as an As Seen on TV product,” said John Younts, FunProjex president and Fog Thief creator. “We’ve seen the excitement built around other ASOTV products they have brought to the market, and the success. But we’re even more passionate about ensuring that everyone who enjoys helmeted sports is safe. That’s why we created Fog Thief in the first place.”

See Fog Thief in action: [Fog Thief As Seen On TV Video](#)

New Fog Thief Colors Now Available

As a response to consumer requests, Fog Thief is also pleased to announce that the product is now available in new colors besides standard white and black, including blue, red, orange, yellow, and pink with additional colors coming soon. This makes it easier to match Fog Thief to any helmet or outfit for a customized look.

About Fog Thief

Fog Thief, produced by FunProjex, is a lightweight, comfortably pliable, very durable, and dishwasher-friendly mouthpiece designed specifically for sports that require a helmet. It works by diverting warm breath safely to the outside of the helmet. It does not use or require the use of anti-fogging sprays. Fog Thief is made of an advanced scuba-grade polymer that remains flexible even under extreme conditions of up to minus 50 degrees F, and is compatible with all

helmets. It also offers a cushioning layer to protect teeth from normal riding jarring, and protects the rider's lips and tongue from puncture in the case of an accident.

Fog Thief was designed and developed by John Younts, an avid helmet-sports outdoorsman. Having purchased every helmet known for dirt bike, ATV, motorcycle and snowmobile sports, racecar drivers, welders, and paint ballers, he noticed that all of them had fogging issues under all weather conditions. Younts experimented and engineered a custom-grade mouthpiece and pliable tubing that diverts the warm moist breath down below the visor to exit safely and fog-free from the chin-strap area. The product was tested in various environments, temperatures, and physical exertion levels, and proved to work exceptionally under all conditions. Fog Thief is made in the USA and is patent-protected.

Learn more at www.FogThief.com.

FOR MORE INFORMATION: MEDIA ONLY

For more information, contact John Younts, Fog Thief/FunProjex at 202-374-0088 (cell) or jy@fogthief.com, or Josh Fertel, River City Marketing at 703-218-1750, Josh@rivercitymarketing.com.

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