

## Microsoft Leadership Outlines Strong Performance and Growth Strategy at Annual Shareholder Meeting



Microsoft company logo. (PRNewsFoto)

REDMOND, WA USA 02/18/2005

Company highlights new products coming to market such as SQL Server 2005, Visual Studio 2005, Xbox 360, Windows Vista and live services.

REDMOND, Wash., Nov. 9 /PRNewswire-FirstCall/ -- Microsoft Corp. (Nasdaq: [MSFT](#)) today held its annual shareholder meeting where its new product lineup took center stage. Microsoft Chief Executive Officer Steve Ballmer discussed the company's plan to continue investing in innovation to fuel growth and its strong product pipeline. Ballmer also highlighted the recent announcement of its software-based services designed to deliver rich and seamless experiences to individuals and small businesses. Microsoft(R) Windows Live(TM) and Office Live will combine the power of software plus services to deliver compelling enhancements to the Microsoft Windows(R) and Microsoft Office products.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20000822/MSFTLOGO> )

Bill Gates, chairman and chief software architect of Microsoft, outlined the company's vision for the future wave of software innovation and demonstrated some of the software breakthroughs coming in Windows Live services, Windows Vista(TM), mobile devices and Xbox 360(TM).

"Software is redefining every aspect of how we live today, and Microsoft is at the forefront of driving software innovation," Ballmer said. "Our product pipeline and ability to drive shareholder value have never been stronger."

At the annual shareholder meeting, shareholders voted in favor of each of the following actions by more than 97 percent:

- Elected 10 directors to serve until the next annual meeting of shareholders
- Ratified the selection of Deloitte & Touche LLP as the company's independent auditor for fiscal year 2006.

Microsoft's board of directors consists of William H. Gates, Microsoft chairman and chief software architect; Steven A. Ballmer, Microsoft chief executive officer; James I. Cash Jr., Ph.D., former James E. Robison professor of business administration at the Harvard Business School; Dina Dublon, former chief financial officer of JPMorgan Chase; Raymond V. Gilmartin, former chairman, president and chief executive officer of Merck & Co. Inc.; Ann McLaughlin Korologos, senior adviser with Benedetto, Gartland & Co. Inc.; David F. Marquardt, general partner at August Capital; Charles H. Noski, former corporate vice president and chief financial officer of Northrop Grumman Corp. and formerly vice chairman of AT&T Corp.; Dr. Helmut Panke, chairman of the board of management at BMW Bayerische Motoren Werke AG; and Jon Shirley, former president and chief operating officer of Microsoft. Eight of the 10 board members are independent, consistent with the requirement in

the company's governance guidelines that a majority be independent.

The board has five committees: an Audit Committee, a Compensation Committee, a Finance Committee, a Governance and Nominating Committee, and an Antitrust Compliance Committee. Under the committee structure, the Audit Committee members are Cash, Dublon, and Noski (chairperson). The Compensation Committee members are Cash, Korologos (chairperson) and Panke. The Finance Committee members are Dublon, Marquardt, Noski and Shirley (chairperson). The Governance and Nominating Committee members are Gilmartin (chairperson) and Marquardt. The Antitrust Compliance Committee members are Cash (chairperson), Gilmartin and Korologos.

Founded in 1975, Microsoft is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

Microsoft, Windows Live, Windows, Windows Vista and Xbox 360 are either registered trademarks or trademarks of Microsoft Corp. in the United States and/or other countries.

The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

**SOURCE** Microsoft Corp.

**Web Site:** <http://www.microsoft.com>

**Photo Notes:** NewsCom:

<http://www.newscom.com/cgi-bin/prnh/20000822/MSFTLOGO> AP Archive:

<http://photoarchive.ap.org> PRN Photo Desk

[photodesk@prnewswire.com](mailto:photodesk@prnewswire.com)

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.

## Konica Minolta Strengthens its Presence in Pittsburgh Market with Acquisition of Simmons Business Systems



RAMSEY, N.J., Nov. 9 /PRNewswire/ -- Konica Minolta Business Solutions U.S.A., Inc. (Konica Minolta) today announced that it has acquired Simmons Business Systems of Bethel Park, Penn., strengthening its position as a leading supplier of printer/copier products in the Pittsburgh market. Founded in 1975 by owner/president, Ron A. Simmons, Simmons Business Systems employs 65 staff members in its Bethel Park headquarters and its Johnstown branch. Ron Simmons will continue to head up the dealership.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20030805/NETU014LOGO> )

"To remain a world-class leader in the industry, we are always looking for

opportunities to increase our market share across the U.S.," said Jun Haraguchi, president and CEO, Konica Minolta Business Solutions U.S.A., Inc.

"With over 30 years as a top technology dealer, Simmons Business Systems built

its business based on a reputation for consistently placing its customers first and delivering top quality products and services. Konica Minolta is proud to have the opportunity to continue to bring this commitment to excellence to the dealership's customers, who are located throughout the Pittsburgh, Western Pennsylvania and tri-state area."

"With the acquisition by Konica Minolta, we will have access to greater resources to expand on our customer base. It also assures our existing customers the consistency of service that they have come to expect," said Ron Simmons, owner/president, Simmons Business Systems. "We have based our business on respect for our customers, employees, vendors and the competition.

Konica Minolta shares this business philosophy and will carry on the tradition."

About Konica Minolta Business Solutions U.S.A., Inc.

By bringing together the strengths of its two founding companies, Konica Minolta Business Solutions U.S.A., Inc., headquartered in Ramsey, New Jersey, is dedicated to providing its customers with complete solutions for their document creation, production, and management needs. Konica Minolta provides the essentials of imaging to companies and organizations ranging from the small office/home office to large production operations with its full line of digital color and black & white printers/copiers, multifunctional peripherals, desktop laser printers, plain-paper facsimile machines, software and network solutions, and professional services.

An industry leader in image capture, output and management, Konica Minolta

provides world-class service through its extensive network of direct sales offices, authorized dealers, resellers and distribution partners in the United States, Canada, Mexico, Central America and South America. For more information, please visit Konica Minolta on the World Wide Web at <http://www.kmbs.konicaminolta.us>.

All terms, product and company names used in this document may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.

Corporate Contact:

Dan Gallagher  
Konica Minolta Business Solutions U.S.A., Inc.  
+1 201-825-4000  
[dgallagher@kmbs.konicaminolta.us](mailto:dgallagher@kmbs.konicaminolta.us)

Media Contact:

Irene Savage/Tristram Wallace  
HARPELL  
+1 (781) 210-0938/+1 (781) 210-0944  
[isavage@harpell.com](mailto:isavage@harpell.com)/[twallace@harpell.com](mailto:twallace@harpell.com)

**SOURCE** Konica Minolta Business Solutions U.S.A., Inc.

**Photo Notes:**

<http://www.newscom.com/cgi-bin/prnh/20030805/NETU014LOGO> AP

Archive: <http://photoarchive.ap.org> PRN Photo Desk

[photodesk@prnewswire.com](mailto:photodesk@prnewswire.com) /Web site

<http://www.kmbs.konicaminolta.us>

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.  
Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.  
A [United Business Media](#) company.

## Sallie Mae Reaches Out to Higher Education Community and Students in Wake of Hurricane Wilma



Sallie Mae logo. (PRNewsFoto)

RESTON, VA USA 04/13/2005

Company to Provide Interest-Free Emergency Financing, Loan Forbearance

RESTON, Va., Nov. 9 /PRNewswire/ -- Sallie Mae today announced its initial efforts to assist the higher education community, students and borrowers in areas affected by Hurricane Wilma, which struck southern Florida on Oct. 24.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20030617/SLMLOGO-a> )

Sallie Mae is making available interest-free emergency financing of up to \$2.5 million to students who have applied for or received Sallie Mae loans at schools located in counties affected by Hurricane Wilma (see list below). These zero-fee loans of up to \$1,000 per student will help cover living and other education-related expenses. The loans will feature no interest through June 1, 2006, and then revert to prime rate -- currently 7 percent. Information is available at <http://www.SallieMae.com/hurricane> and at Sallie Mae's hurricane relief hot line at 877/435-7040.

Sallie Mae also will grant an automatic three-month payment relief to certain student loan customers affected by the storm. This will allow students who are delinquent on their Sallie Mae accounts by 15 days or more due to Hurricane Wilma to discontinue making payments on their loans for 90 days. Customers who have other questions about their student loan accounts should contact the company toll-free at 888/2-SALLIE (888/272-5543) or log on to the Manage Your Loans section of <http://www.SallieMae.com>.

Earlier this year, The Sallie Mae Fund, a charitable organization sponsored by Sallie Mae, made a contribution to Scholarship America's Disaster Relief Fund for Postsecondary Education. This Fund provides grants to higher education institutions to cover education-related expenses for low-income students affected by Hurricane Katrina and Wilma. Guidelines and applications are available at <http://www.disasterrelief.scholarshipamerica.org>.

The following counties are listed by FEMA as areas affected by Hurricane Wilma:

- Brevard
- Broward
- Charlotte
- Collier
- DeSoto
- Glades
- Hardee
- Hendry
- Highlands
- Indian River
- Lee

Martin  
Miami-Dade  
Monroe  
Okeechobee  
Osceola  
Palm Beach  
Polk  
St. Lucie  
Sarasota

SLM Corporation (NYSE: [SLM](#)), commonly known as Sallie Mae, is the nation's No. 1 paying-for-college company, managing nearly \$121 billion in student loans for 8 million borrowers. **Sallie Mae was originally created in 1972 as a** government-sponsored entity (GSE) and terminated all ties to the federal government in 2004. The company remains the country's largest originator of federally insured student loans. Through its specialized subsidiaries and divisions, Sallie Mae also provides debt management services as well as business and technical products to a range of business clients, including colleges, universities and loan guarantors. More information is available at <http://www.SallieMae.com>. SLM Corporation and its subsidiaries are not sponsored by or agencies of the United States of America.

The Sallie Mae Fund, a charitable organization sponsored by Sallie Mae, achieves its mission -- to increase access to a postsecondary education for America's students -- by supporting programs and initiatives that help open doors to higher education, preparing families for their investment, and bridging the gap when no one else can. For more information, visit <http://www.thesalliemafund.org>.

**SOURCE Sallie Mae**

**Web Site:** <http://www.salliemae.com>

<http://www.thesalliemafund.org>

<http://www.disasterrelief.scholarshipamerica.org>

**Photo Notes:** NewsCom:

<http://www.newscom.com/cgi-bin/prnh/20030617/SLMLOGO-a> AP

**Archive:** <http://photoarchive.ap.org> PRN Photo Desk,

[photodesk@prnewswire.com](mailto:photodesk@prnewswire.com)

**Company News On Call:** Company News On-Call:

<http://www.prnewswire.com/comp/827187.html>

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.

## **Rep. Bennie G. Thompson (D-MS) Testifies at Senate Committee Hearing About Hurricane Katrina Contracting Abuses**

Stresses the Federal Government Must Increase the Federal Contracts Awarded to Small Businesses

WASHINGTON, Nov. 8 /PRNewswire/ -- Rep. Bennie G. Thompson (D-MS), Ranking Member of the House Homeland Security Committee, today testified before the Senate Committee on Small Business and Entrepreneurship's hearing, "Strengthening Hurricane Recovery Efforts for Small Businesses."

Rep. Thompson emphasized the need to ensure that local, small, minority and disadvantaged businesses are awarded contracts for response and recovery. A vast majority of the federal contracts awarded for response and recovery to Hurricanes Katrina and Rita, which slammed into the Gulf Coast two months ago, have been awarded to businesses outside the Gulf Coast region, despite federal law providing preference to locally owned businesses. Less than 3% of the contract dollars awarded by FEMA are going to small disadvantaged, minority or women-owned businesses.

"Contracts to local small businesses will help stimulate the local economy and revitalize the devastated areas," said Rep. Thompson.

Rep. Thompson called for the Federal Emergency Management Agency (FEMA) to create a real, comprehensive strategic plan for awarding contracts to small and disadvantaged businesses. Last month, FEMA announced an intention to create such a strategy, but it still has not acted. The Congressman also stressed that the Small Business Administration must ensure that contracts designated for small businesses actually go to those businesses -- not to companies masquerading as small businesses.

"I have watched to see if the Department of Homeland Security would follow the Stafford Act and it appears that the agency has gone out of its way to undercut the small business requirements," said Rep. Thompson. "It is

clear to me that the federal government, especially FEMA and the Small Business Administration (SBA), must make a major shift in both policy and implementation if the lives of the people of the Gulf Coast are to be effectively rebuilt and restored."

Rep. Thompson called on the federal government to establish a permanent database of small, disadvantaged business that can be used to quickly identify them for prime contracting opportunities during disaster response and recovery.

The Congressman announced he will introduce legislation in the House of Representatives to that would require the Department of Homeland Security to create the database.

*SOURCE House Committee on Homeland Security - Democratic Office*  
*Web Site: <http://www.house.gov/hsc/democrats>*

---

[Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.](#)  
[Terms and conditions, including restrictions on redistribution, apply.](#)

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.  
A [United Business Media](#) company.



## Stubborn Excess Weight and Depression ...

Could the Culprit Be ... Yeast Overgrowth?

NASHVILLE, Tenn., Nov. 8 /PRNewswire/ -- Many women, frustrated by an inability to lose weight, especially belly fat, or suffering from mood swings or depression, may unknowingly harbor a buildup of yeast -- living organisms in the human body that grow excessively after antibiotics kill off competitive bacteria. Yeast feed on sugar and carbohydrates and the chemicals produced by stress.

The good news is that eliminating sugar from the diet, reducing carbohydrates and alcohol, and including natural, safe probiotics such as yogurt and other sources of friendly bacteria, can help clear up the overgrowth, according to Dr. Carolyn Dean, M.D., N.D., co-author of *The Yeast Connection and Women's Health* (\$18.95, Professional Books) available at <http://www.yeastconnection.com>.

Dr. Dean says that yeast overgrowth produces chemical byproducts that can trigger a number of debilitating chronic ailments, including depression, chronic fatigue syndrome and fibromyalgia.

In her book Dr. Dean lays out a 6-Point Yeast-Fighting Program that can destroy excess yeast. Women who have gone on it report successful results.

Lucinda Amodio, mother of three, became addicted to sugar and carbohydrates during her last pregnancy, and after the birth experienced chronic yeast, bladder and sinus infections. She could not lose the 70 pounds she had gained, and felt tired all the time. Her doctor offered Prozac.

As she went from doctor to doctor and endured test after test, her symptoms worsened, Lucinda relates. Then she found the book and the yeast-fighting program.

After three weeks on the program she felt "like myself again." In short order, she lost the 70 extra pounds on her 5'4" frame, and is now back to 119 pounds.

Barbara Lauter is another of the hundreds of thousands -- some say millions -- of women who have faced the dire results of yeast infestation. In Barbara's case this led to weight gain, mood swings, thrush, allergies, and more. She was prescribed excessive amounts of antibiotics, which only made her condition worse.

"Take antibiotics only when necessary," Dr. Dean says. "They kill off bacteria indiscriminately, allowing the body's yeast cells to flourish out of control and cause a multitude of health problems."

Barbara Lauter gained weight, had high blood pressure and high cholesterol. On the Yeast-Fighting Program's diet, Lauter relates, "I lost 35 pounds, my symptoms cleared up, and my energy level dramatically increased. I haven't felt this good in years!"

To obtain a copy of *The Yeast Connection and Women's Health* or find out if you might be suffering from yeast overgrowth, and what to do about it, take the self-quiz at <http://www.yeastconnection.com>.

**SOURCE** *YeastConnection.com*

**Web Site:** <http://www.yeastconnection.com>

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

## **OK Kids, Grab Your Game Console and Get Moving!**

-- Game manufacturers take on child obesity --

PITTSBURGH, Nov. 8 /PRNewswire/ -- With 15 percent of children ages 6 to 19 considered overweight, looking for new and innovative ways to get kids up and moving around is taking on an increasing urgency.

Many experts point to the sedentary habits of kids as partly to blame for weight problems. Activities like playing computer or video games and watching TV are all pointed at as common villains.

According to Nina Parker-Cohen, associate professor of clinical psychology at Argosy University/Seattle "the economic realities of today include lay-offs and parents working two jobs, meaning longer hours away from home, and leaving kids unsupervised more often. That means, no one is at home to encourage kids to head outside, exercise, play and be physically active." In addition, Parker-Cohen points out that pre-adolescents and adolescents are at a "critical time of development, where physical activity provides very important health benefits."

So what can a parent do who isn't able to be home to shoo their kids outside to play? Some game companies are stepping up to the plate to address these concerns by creating games that not only get kids moving around, but demand activity as part of game play and a winning strategy.

Perhaps the best known of all these games is Dance, Dance Revolution by Konami and Eye Toy by PlayStation. Toy Quest's SpiderMan 2 Web Action Video Gaming System features an onscreen SpiderMan who mirrors a player's movements using sensors strapped on the wrist and ankles.

For PlayStation 2 game consoles, "Eye Toy:Play 2" comes with a video camera that is easily installed. The game, according to Wonil Suh, an interactive media design instructor at The Art Institute of New York City, "is comprised of a diverse set of exercises that are designed to be not only healthy but also utterly fun. In no time you will find your kids and yourself dancing, moving and actually exercising in front of your game console."

Taking on childhood obesity and other health-related issues has become an ongoing concern in the game industry. In fact, game manufacturers have responded by developing conferences specifically focused on health-related matters. Perhaps the best known is Games for Health, an annual conference produced by The Serious Games Initiative (<http://www.gamesforhealth.org>).

According to Drew Davidson, academic department director for interactive media design and game art & design at The Art Institute of Pittsburgh "initiatives such as Games for Health are important because they provide a forum for sharing ideas and encouraging discussion around the issues of how

games can be used to help promote health."

Health concerns aside, the bottom line is no one will play the games if they're not fun. Says Chris McGhee, academic director of game art & design and interactive media design for The Art Institute of Phoenix, "Companies realize that they must target the kids, because without their enthusiasm, the game will not get much support when parents are making buying decisions." And perhaps the best impact of this push to create active games is that "games are becoming more useful in simulating situations that encourage kids to make better decisions," he adds.

Some industry experts however are not so sure that game playing in itself needs to take on so much blame for kids who don't get enough exercise or who are overweight. Marc Sherrod, academic director of game art & design for The Art Institute of California - San Francisco believes "the bottom line is balance. Ten hours a day playing games is not healthy, nor is ten hours a day studying or playing sports." Says Sherrod "it's balance and guidance that gives youngsters a solid foundation to be successful adults later in life."

Argosy University, with 13 campuses and four extension sites across the nation, offers undergraduate, graduate, and postgraduate degrees in the disciplines of business, education, health sciences, and psychology and behavioral sciences. Argosy University is accredited by the Higher Learning Commission and is a member of the North Central Association (NCA) (30 North LaSalle Street, Suite 2400, Chicago, IL 60602, 1.312.263.0456, <http://www.ncahlc.org>).

The Art Institutes system of 31 education institutions is located throughout North America, providing an important source of design, media arts, fashion and culinary professionals. The Art Institutes system of schools has provided career-oriented education programs for 40 years with more than 160,000 graduates. For more information visit The Art Institutes website at <http://www.artinstitutes.edu/nr>.

SOURCE Argosy University; The Art Institutes

Web Site: <http://www.gamesforhealth.org>

<http://www.artinstitutes.edu/nr> <http://www.ncahlc.org>

---

[Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.](#)

[Terms and conditions, including restrictions on redistribution, apply.](#)

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.  
A [United Business Media](#) company.

## Sufferers of Lactose Intolerance and Gluten Allergies Flock to Dairy-Free Ice Cream Alternatives

EUGENE, Ore., Nov. 8 /PRNewswire/ -- In response to consumers growing awareness of dietary needs, the market for dairy-free ice cream has exploded within the past few years. Oregon-based Turtle Mountain, LLC is the nation's current leading manufacturer.

Turtle Mountain's super premium product line Purely Decadent offers flavors such as Cherry Nirvana and Vanilla Swiss Almond and allows individuals that are lactose intolerant or allergic to gluten to rediscover the indulgence of America's favorite dessert -- ice cream. Turtle Mountain's dairy free ice cream flavors that do not contain a cookie, wafer, or baked pieces are also gluten free. See <http://www.turtlemountain.com>.

"People can be assured that these dairy-free desserts are as delicious as their dairy counterparts," says John Tucker Turtle Mountain's director of marketing and technology, "One bite of Purely Decadent and people immediately adopt our dairy-free alternative into their lifestyle."

Turtle Mountain strives to bring the joy of dessert to individuals with various types of dietary restrictions from lactose intolerance to diabetes. According to Tucker, the public's overwhelmingly positive response to desserts that meet their diet needs and are delicious has many food manufacturers realizing that everyone, of course, wants access to dessert. As science is able to further identify food allergies and foods that aggravate existing medical conditions, we will all be seeing the expansion of health conscious food alternatives and individuals with special diets happily enjoying their favorite foods once again.

The American Dietetic Association estimates that 30 to 50 million American's are lactose intolerant and 2 million suffer from celiac disease, the allergy to the gluten protein found in wheat. In addition, 5 million Americans are known to be allergic to dairy protein, which is found in cow's milk. Food producers are working to fill the need and capture the large market of specialty diets. According to Tucker, in the health food dessert industry alone, 46% of the market is non-dairy and growing.

**SOURCE** *Turtle Mountain, LLC*

**Web Site:** <http://www.turtlemountain.com>

---

[Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.](#)

[Terms and conditions, including restrictions on redistribution, apply.](#)

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.

## There Is a Disturbing Phenomenon That Is Paralyzing College Students Across the Nation...

And Donald Trump Is Helping Put an End to It!

DEERFIELD BEACH, Fla., Oct. 27 /PRNewswire/ -- They're called Twixters, Boomerang Kids and Thresholders. The growing number of college graduates who are living at home, relying on their parents, and lacking the passion and opportunities to kick-start a career -- they are all part of the college crisis. The statistics tell the tale.

Andrew Hewitt and Luc d'Abadie believed their high college grades were a ticket to success. How they found they were wrong and their solution to the problem is the subject of their book, "The Power of Focus for College Students: How to Make College the Best Investment of Your Life" (HCI Books -- \$12.95) available at amazon.com and bookstores. In the foreword to the book, Donald Trump says, "Focus on this book and give yourself a head start."

"One in five college graduates is unemployed six months after college," says Andrew Hewitt. "The number of 26-year-olds living with their parents has doubled since the 70s and more than 70 percent of graduates are dissatisfied with their careers within five years of leaving college."

Upon graduation Hewitt and D'Abadie turned down numerous job offers to accept work with Les Hewitt, author of the best-selling series "The Power of Focus" to work on their book. "The Power of Focus for College Students" offers solutions to the college crisis in its nine timeless success principles not taught in school. These include:

- \* The golden opportunities lie beyond the classroom walls.
- \* Discover careers you will be passionate about.
- \* Determine the style of work that is best for you.
- \* Successful students have successful habits.

In addition to writing the foreword for the book, Donald Trump invited the authors to become teachers for his new venture, Trump University -- another testament of his passion to solve the college crisis.

Hewitt and d'Abadie are twenty-somethings who are on a mission. Through their new book "The Power of Focus for College Students" (HCI Books -- \$12.95), their upcoming speaking tour and their courses through Trump University, they are putting an end to the college crisis -- helping students to beat the odds so they can launch themselves into a successful and fulfilling future.

***SOURCE HCI Books***

---

[Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.](#)

[Terms and conditions, including restrictions on redistribution, apply.](#)

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.

## Start Networking Now If You Graduate In May, Says CollegeJournal.com

PRINCETON, N.J., Oct. 27 /PRNewswire/ -- College seniors who want to have a job when they graduate in May need to start networking now, says CollegeJournal.com, The Wall Street Journal's guide for career-minded college students.

Job-seekers are preparing their resumes for what may be the strongest fall hiring season in years. Numerous indicators suggest the job market is brightening after a long gloomy spell. The national unemployment rate, at 5%, is at the lowest level since September 2001; job searches are becoming shorter; and job changes are becoming more frequent.

"While finding a job may be getting easier, it still will take several months of job hunting before you get an offer of full-time employment," says Tony Lee, publisher, CollegeJournal.com.

College seniors should spend time at their school's career center making phone calls and sending emails to employers, as well as conducting research. While doing this research, they should find out about the shareholders, financial information and strategy at potential employers.

"College seniors who hope to land a job at graduation have to be particularly aggressive and start taking steps now to ensure success in May," Mr. Lee says. "Networking is one of the most effective tools in a job hunter's arsenal."

CollegeJournal.com advises students to:

- \* Connect with young alumni who work for an employer that interests you.
- \* Talk to your parents' friends, friends' parents, professors and school administrators.
- \* Go to the college career center to help make connections with those who work in your field.

CollegeJournal.com says seniors who do land a job should be ready to work hard, work quickly and make an immediate impact, knowing that even as newcomers to the work force they will need to justify and fight for their jobs from the start. Most will be expected to produce immediate results, report to a manager, and satisfy the needs and desires of a boss or clients.

For more information, visit <http://www.CollegeJournal.com>.

About CollegeJournal.com

CollegeJournal.com is The Wall Street Journal's free site for undergraduate, graduate, and MBA students to obtain the job-search and career-guidance information they need to make the successful transition from collegian to professional.

About Dow Jones & Company

Dow Jones (NYSE: DJ; <http://www.dowjones.com>) publishes the global Wall Street Journal with its international and online editions; Barron's; the Far Eastern Economic Review; Dow Jones Newswires and Indexes; MarketWatch; and Ottaway newspapers. Dow Jones co-owns Factiva with Reuters, SmartMoney with Hearst and CNBC television operations in Asia and Europe with NBC Universal. Dow Jones also provides news content to CNBC and U.S. radio stations.

**SOURCE CollegeJournal.com**

**Web Site:** <http://www.CollegeJournal.com> <http://www.dowjones.com>

## Teen Magazine Combats Decreased Arts Funding - Brings Music World Into the Music Classroom



Music Alive! has been bringing today's music to the classroom for 25 years!  
(PRNewsFoto)

NEW YORK, NY USA 10/27/2005

NEW YORK, Oct. 27 /PRNewswire/ -- With funding for music education dwindling in many parts of the country, Music Alive!, the educational music magazine and listening program for teenagers, offers a low-cost solution that is both teacher- and teen-friendly.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20051027/NYFNSD05> )

Celebrating its 25th anniversary season during this school year, Music Alive! (see <http://www.musicalive.com>) has engaged over 6 million teenage music students with its uniquely exciting mix of articles and recordings. Available for in-school use, it continues to close the gap between the music world and the music classroom.

As part of the anniversary celebration and in recognition of music teachers' efforts to keep their students engaged and inspired, Music Alive!, will award a Middle School music teacher in its first-ever Teacher Contest. The subscribing teacher who submits the most compelling description of a creatively-taught General Music class will win an all-expenses-paid trip to Salt Lake City, Utah, for the National Association of Music Educators conference and related concerts in April 2006.

"We see music teachers as soldiers in the trenches these days," says Editor in Chief Caroline Horn. "State and national standards require them to do more with fewer resources, so we want to salute their work and their dedication."

Every month during the school year (October through May), Music Alive! provides 30 copies of the colorful Student Magazine, a Teacher's Guide of complete lesson plans keyed to national standards for music education and literacy reinforcement, and a Classroom CD of relevant recordings. A smaller set of materials is available for homeschoolers.

Each monthly issue features articles on hit songs, hot artists, and a mix of historic and contemporary music. Recent cover stories have featured No Doubt, the Black Eyed Peas, Alicia Keys, Nickelback, Jesse McCartney, Howie Day, and LeAnn Rimes.

"We reach students with the music that they know and love, at an age when they are at risk for tuning out," Horn explains. "Then we gently expand their interests."

Founded in 1981 by acclaimed record producer Milton Okun, Music Alive! is a not-for-profit initiative published by the Cherry Lane Music Foundation, Inc. The magazine is advertisement-free and always screened for classroom appropriateness.

**SOURCE** *Cherry Lane Music Foundation, Inc.*

## **The 'Epicurean Spielberg,' Mary Micucci, Shares Hollywood Holiday Entertaining Secrets**

### **Recipes From Famous Movie Premieres to Make at Home**

**LOS ANGELES, Oct. 11 /PRNewswire/ -- Along Came Mary Productions, known for throwing Hollywood parties for such blockbusters as "Spiderman" and "Batman," and Christmas classics like "How The Grinch Stole Christmas" and "Lemony Snicket's: A Series of Unfortunate Events," is again gearing up to produce holiday fetes for the biggest industry names.**

**Though Along Came Mary prepares holiday feasts for guests that number up to 18,000, like at Universal Studios' holiday party, company founder Mary Micucci says every celebration needs a homemade touch. She offers the following tips for at-home holiday success:**

**\* "Details, details! Write them down in an outline of your party: from invites and decor ideas to music, holiday drinks and, of course, a festive menu."**

**\* "Think themes: Try Snowmen, Reindeer or Toy Soldiers carried out in the invitations and decor or cut out as cookies with fun decorations, and celebratory desserts."**

**\* "Combine old family holiday heirlooms along with newer decorations."**

**\* "In planning a menu, prepare as much of the food in advance as possible and freeze."**

**Micucci, who was named the "epicurean Spielberg" by The Hollywood Reporter, developed these recipes for various Hollywood holiday parties.**

### **MOLASSES COOKIES**

**(From Universal's "How The Grinch Stole Christmas")**

**14 oz. unsalted butter**

**3 cups dark brown sugar**

**1 cup molasses**

**8 cups all purpose flour**



**2 teaspoons ground cloves**

**1 1/2 teaspoons ginger powder**

**1 1/2 teaspoons cinnamon**

**1/2 teaspoon salt**

**3/4 teaspoon baking soda**

**1 whole egg**

**1 tablespoon Vanilla extract**

**Melt first three ingredients over double boiler. Combine dry ingredients in a mixer. Add butter mixture to dry ingredients slowly to combine. Add egg and vanilla at low speed; beat one minute. Place 2 inch rounds on parchment papered trays. Bake in preheated oven at 350 fahrenheit until firm and slightly dark around edges. Cool.**

## **WASSAIL**

**(From Paramount's "Lemony Snickets")**

**1 gal Apple cider**

**1 qrt Pineapple juice**

**1 qrt Fresh orange juice**

**2 c. Light brown sugar**

**1 tsp. Whole nutmeg, grated**

**10-18 Whole cinnamon sticks**

**3 Whole oranges, cut in half**

**25 Whole cloves**

**8 Stemmed Irish coffee mugs**

**In a large saucepot on low, heat apple cider, juice, and sugar. Bring to a rapid boil while adding 10 cinnamon sticks and grated nutmeg. Simmer for 15**

minutes. Stick cloves into the skins of the 4 orange halves, placing them in even, linear rows. Turn off heat and add cloved oranges. Allow flavors to expand within the mix for 15 minutes. Using a peeler, zest (8) 4" orange strands from the third orange and set aside. Re-heat mixture and pour into decorative coffee glasses. Garnish each glass with whole cinnamon with orange strands twisted around it. Serve hot.

Hollywood's original cateress, Mary Micucci, established Along Came Mary Productions (<http://www.alongcamemary.com>) from the back of a Volkswagen Bug in 1975 to become the largest event production and gourmet catering company in the entertainment industry. Before "party planner" became a career path, the legendary Micucci set the stage for the event production industry by bringing "gourmet" to the catering business. Today, the multi-million-dollar-revenue-generating Along Came Mary caters to clients that range from Sony and Paramount to Cartier, Jaguar and Dom Perignon.

**SOURCE** Along Came Mary Productions

**Web Site:** <http://www.alongcamemary.com>

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

**Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.**

**A [United Business Media](#) company.**

## Families Replace 'Bored' Games With Hot New Trend: Poker

PORTLAND, Ore., Oct. 11 /PRNewswire/ -- In the Dodds family, traditional board games have gone the way of the dinosaur, and have been replaced with one of the hottest new trends: Poker.

Once the activity of smoky, back-door clubs and casinos, family participation has necessitated some easy-to-use new inventions, including the DB Dealer. The poker gadget combines the game's dealer button -- an oversized, round chip marker that denotes which player bets last, the most advantageous betting position -- and the blind timer, an alarm that marks a minimum bet increase, called a blind. See <http://www.DBDealer.com>.

"We are expecting a lot of family during the holidays and we'll start our poker tournament with three tables," said Doug Dodd, a Portland Disc Jockey.

Dodds' 12-year-old son Hayden would rather play Texas Hold 'Em than watch television or play video games. "He is initiating our family time," Dodds said. "So many other topics come up while we're playing -- and even though they are sometimes used as an intentional distraction from what's happening in the game -- they are still important."

Kids and adults can easily program the DB Dealer in five-minute increments. In the past, poker tournament players used various kinds of alarms to mark blind increases, ranging from the obvious (kitchen, stovetop and microwave timers) to the absurd (old-fashioned buzzer clocks and cell phone alarms).

Inventor Jeff Klein, 37, grew up with Poker as a family activity, but it was hardly the norm at the time.

"My father had a regular game with college buddies that met monthly for more than 20 years," said Klein, who founded DB Dealer, Inc. several months ago. "I was about 11 when I joined their game. I played a lot in high school, but couldn't find other players in college."

The DB Dealer grew out of Klein's annoyance with the lack of reliable, easy-to-use timers. "The dealer button was already on the game table so it made sense to combine it with a timer that could be passed around from player to player."

The DB Dealer is only available online at <http://www.DBDealer.com>. It is \$19.95 plus shipping.

Contact: Robin Rothman, 720-945-1313, [robin.rcubedcom@comcast.net](mailto:robin.rcubedcom@comcast.net).

**SOURCE DB Dealer, Inc.**

**Web Site:** <http://www.dbdealer.com>

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.

## Believe! The Polar Express Steams Onto DVD November 22 From Warner Home Video



The Polar Express steams onto DVD November 22 from Warner Home Video. The Limited Edition Holiday Gift Set contains a 2-disc Special Edition DVD (also available separately for \$29.95 SRP) and 2 Polar Express-branded premiums, a Limited Edition snow globe and a BRIO(TM) wooden train, for \$45.95 SRP. The 2-disc Special Edition DVD is filled with loads of special features including a never-before-heard song, a flurry of special effects featurettes, game challenges for children of all ages and much more! (PRNewsFoto)

BURBANK, CA USA 10/11/2005

The Academy Award(R)-Winning Team of Tom Hanks and Director Robert Zemeckis Reunite!

Based on Bestselling Novel With Over 6 Million Copies Sold to Date!

The 2-Disc Special Edition DVD is Filled With a Trainload of Special Features Including a Never-Before-Heard Song, a Flurry of Special Effects Featurettes, Game Challenges for Children of All Ages and Much More!

'Amazing! You've never seen anything like it. No one has.'  
Joel Siegel, GOOD MORNING AMERICA/ABC-TV

BURBANK, Calif., Oct. 11 /PRNewswire/ -- All aboard. A magical journey begins on November 22 when The Polar Express arrives on DVD from Warner Home Video. The Academy Award(R)-winning team of Tom Hanks and director Robert Zemeckis (Forrest Gump, Cast Away) reunite to create this awe-inspiring tale about the power of belief, that transcends generations and cultures.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20051011/NYFNSW09> )

A two-disc special edition contains extra features, including a never-before-heard song, a making-of feature that explores how Tom Hanks and the special-effects team created five different characters, a Josh Groban video, and two interactive challenges for children (\$28.98, single disc DVD; \$29.95, two-disc DVD in collectible rainbow-foil packaging).

The Polar Express movie-only DVD will be available at \$28.98 SRP on a single disc in widescreen and full frame formats. The Special Edition will be available at \$29.95 SRP in collectable rainbow foil packaging on a two-disc DVD in widescreen format.

### DVD ELEMENTS

The Polar Express 2-disc Special Edition DVD will be the ultimate Christmas treat with groundbreaking extras that include:

Disc 1

Theatrical Trailer.

Disc 2

- \* Additional Song: The never-before-heard "Smokey and Steamer" song.
- \* You Look Familiar: Hear about Tom Hanks' 5 unique roles, how each character was different, and what it took for him to bring each one to life.

- \* A Genuine Ticket to Ride: Behind-the-scenes secrets.
  - Performance Capture
  - Virtual Camera
  - Hair and Wardrobe
  - Creating the North Pole
  - Music
- \* True Inspiration An Author's Adventure: Chris Van Allsburg discusses his artistic background and how he conceived the idea for The Polar Express book.
- \* Believe: Josh Groban Music Video: Josh Groban at the Greek Theater performing the Academy Award nominated original song Believe.
- \* Behind the Scenes of Believe.
- \* Polar Express Challenges (2 menu challenges that kids can play).
- \* Meet the Snow Angels: The Moviemakers' Christmas Memories.
- \* "Flurry of Effects:" (Easter Eggs) Showcases the "performance capture" process used to create the animation. This feature allows viewers to watch short scenes from the film with the ability to toggle between several video sequences.
  - All Aboard
  - Hot Chocolate
  - Hobo on top of Train
  - I Believe
  - Good Bye
- \* THQ Polar Express Game Demo.

The single disc DVD will contain only the movie.

#### SYNOPSIS

Get up, get on, and get ready for the ride of your life! It's Christmas Eve, and you're about to roller-coaster up and down mountains, slip-slide over ice fields, teeter across mile-high bridges and be served hot chocolate by singing waiters more astonishing than any you can imagine. You're on The Polar Express!

Tom Hanks stars in and Robert Zemeckis directs this instant holiday classic filmed in dazzling performance capture animation that makes every moment magical. "Seeing is believing," says a mysterious hobo who rides the rails with you. You'll see wonders. And you'll believe. All aboooooard!

#### BASICS

DVD (Single disc, movie-only): \$28.98 SRP  
 2-Disc Special Edition DVD: \$29.95 SRP  
 Street Date: November 22, 2005  
 Languages: English, French, Spanish  
 Subtitles: English, French, Spanish  
 Running time: 100 mins  
 MPAA Rating: G  
 DLBY/SURR DLBY/DGTL [CC]

Photo material can be downloaded at <http://www.whvdirect.com>

**SOURCE** Warner Home Video

**Web Site:** <http://www.whvdirect.com>

**Photo Notes:** NewsCom:

<http://www.newscom.com/cgi-bin/prnh/20051011/NYFNSW09> AP Archive:

## **How to Recycle Packing Peanuts Used for Protecting and Shipping Packaged Items**

**MILWAUKEE, Oct. 7 /PRNewswire/ -- There are many ways to reuse and recycle polystyrene packing peanuts, but avoid dumping them in your recycling bin, says Herb Rubenstein, president, Associated Bag Company.**

**Simply reusing packing peanuts is the best choice, Rubenstein says, saving the energy required to transport them for recycling.**

**"Recycling is recommended when they would otherwise end up in a landfill," says Rubenstein, "because polystyrene peanuts are not biodegradable." Biodegradable alternatives almost instantly disintegrate in water.**

**According to Associated Bag Company, there are two ways you can recycle or reuse the loose fill material that has ensured the safe arrival of a product**

**to your home or business.**

**If you can't reuse them yourself, visit**  
**<http://www.loosefillpackaging.com>**

**for information on businesses willing to accept used peanuts (call Plastic Loose Fill Council's Peanut Hotline at 800-828-2214). The collection sites are typically small packaging or gift shops that welcome the free packing material.**

**To determine what materials you can recycle and where, check with the county you live in by calling the department of public works. For state recycling information, visit <http://www.cleanup.org> (call 800-CLEAN-UP). If you are going to be recycling a large quantity of polystyrene peanuts, visit <http://www.epspackaging.org> (call the Alliance of Foam Packaging Recyclers at 410-451-8340).**

**Associated Bag Company carries products that make it easy to reuse polystyrene or biodegradable peanuts. For detailed information on fixed or portable dispensers, as well as biodegradable and polystyrene**

peanuts, visit <http://www.associatedbag.com> (call 800-926-6100).

Associated Bag Company has been a family-owned packaging business for over 65 years, and encourages recycling whenever possible. With four locations nationally, totaling a half million square feet of warehouse space, 6,000 items in stock, and a seasoned employee base, Associated Bag offers competitive prices, an extensive product line, and unparalleled customer service. To learn more or to request a free catalog, visit <http://www.associatedbag.com>.

**SOURCE Associated Bag Company**

**Web Site:** <http://www.loosefillpackaging.com>

<http://www.cleanup.org> <http://www.epspackaging.org>

<http://www.associatedbag.com>

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

**Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.**

**A [United Business Media](#) company.**

## Baby Boomers Transforming Homes Into Special Places for Friends and Family to Visit



Decorating a guest room in down-home style with family heirlooms and antiques, like this room featured in the book "Creating Great Guest Rooms," evokes the warmth and security of a happy homecoming. According to Carol Donayre Bugg, author of the book and vice president and director of design at INTERIORS by Decorating Den, it's a classic style that makes guests feel comfortable. (PRNewsFoto)

EASTON, MD USA 09/22/2005

### Creating a Comfortable Retreat for Overnight Guests Calls for Smart Planning

EASTON, Md., Sept. 22 /PRNewswire/ -- The 78 million post-World War II baby boomers who are planning for the future have a much different view of what to do with their "empty nest" than their parents did. Boomers want their homes to be special places for their friends and families to visit. They want to use their homes to reunite the family once or twice a year. And they want a place for overnight guests to stay that is warm and welcoming.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050922/NYFNSJ04> )

"When it comes to preparing for house guests, every home has its unique challenges," says Carol Donayre Bugg, author of the new book *Creating Great Guest Rooms* and vice president and director of design of INTERIORS by Decorating Den, one of the country's largest in-home decorating services. "But with some smart planning and creative decorating you can transform any space into a comfortable retreat for your guests."

While some boomers are expected to downsize, there are many more who are aspiring to upgrade their home. In fact, according to a recent poll among baby boomers, 27 percent said they would be doing some major remodeling over the next 10-15 years, 21 percent said they would be moving to a larger home, and only 15 percent said they would be downsizing.

In *Creating Great Guest Rooms*, Bugg offers helpful advice and features more than 150 photographs of actual guest rooms designed by the professionals from INTERIORS by Decorating Den, which has 500 franchise locations.

So how do you make sure your guests feel welcome and comfortable? Here are Bugg's top five tips:

- \* Provide a good bed. Whether you offer a traditional bed, daybed, sleeper sofa or futon, make sure it is comfortable and in good condition and supply options for pillows and blankets. Today, many people opt to use air mattresses as beds so guests can adjust the firmness to their liking. Air mattresses are also a good choice if you have limited space since they can be stored in a closet.
- \* Supply sufficient lighting. Lighting is a critical in a guest room, since people with different nighttime routines may share it. So it's important to provide individual light sources that can be turned on and off from each side of the bed. Swing-arm lamps mounted next to, rather than directly over the bed, are a good choice as they minimize



brightness for the early-to-bed sleeper and provide enough light for the night owl who likes to stay up and read.

- \* Don't overlook window coverings. Even if your guest room has a beautiful view, it still needs window coverings. Blinds or draperies enable your guest to get some privacy and control the amount of light that comes into the room. Window coverings can also help to control room temperature.
- \* Offer a comfortable seat. Placing a chair in the guest room invites guests to rest, read or write. An overstuffed armchair with an ottoman is a good choice, especially if the ottoman opens to provide additional storage for pillows and blankets.
- \* Use traditional color pairings. The colors you choose to use in a guest room can make a big difference in how a room feels. Reds are powerful ... so less is best and use them in combination with white or a soft neutral. Blues are relaxing and may be used in a variety of tones and hues without overtaking a room. Rather than jarring the senses with experimental color combinations, use traditional color pairings that are comfortable and welcoming.

"The goal of Creating Great Guest Rooms was to share creative designs and ideas to help people visualize what's possible." Bugg says. "These rooms are in the homes of real people who were faced with typical challenges and constraints when decorating a guest room."

"Whether you do your decorating yourself or work with a design professional, ultimately, it is being in your company that will leave your guests with good memories."

For more information on INTERIORS by Decorating Den or Creating Great Guest Rooms, visit <http://www.decoratingden.com>.

**SOURCE INTERIORS by Decorating Den**

**Photo Notes: NewsCom:**

<http://www.newscom.com/cgi-bin/prnh/20050922/NYFNSJ04> **AP Archive:**

<http://photoarchive.ap.org> **PRN Photo Desk,**

[photodesk@prnewswire.com](mailto:photodesk@prnewswire.com)

**Web Site:** <http://www.decoratingden.com>

---

[Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.](#)

[Terms and conditions, including restrictions on redistribution, apply.](#)

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.

## Big Toilet Seat, a Big Hit With Big Celebrities



**Big John Toilet Seat - Luxurious first class seating for your bathroom.**  
**[www.bigjohntoiletseat.com](http://www.bigjohntoiletseat.com). (PRNewsFoto)**

LOS ANGELES, CA USA 09/22/2005

LOS ANGELES, Sept. 22 /PRNewswire/ -- It was the larger framed, big boned athletes that inspired high-end plumbing fixture designer Aitan Levy to manufacture a toilet seat more suitable for our growing population, so he was more than pleased when it was received by them with such enthusiasm.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20050922/NYFNSJ01> )

Sports legends and actors at the 2005 American Century Celebrity Golf Championship in Lake Tahoe, NV, which aired on NBC featuring Michael Jordan, Ray Romano, Donald Trump, and Dan Marino, were stoked to discover that along with the high tech gadgets and various lotions and potions stuffed into their gift bags was a Big John Toilet Seat.

A list of retailers nationwide is available at <http://www.bigjohntoiletseat.com>.

"No longer are we forced to perch on regular toilet seats, originally designed over 100 years ago, that are a mere 14" wide," Levy says. Big John has a spacious 19" of luxurious sitting surface that is more comparable to that of a typical office or dining room chair.

The Big John Toilet Seat has a stylish ergonomic design that is "roomier and more comfortable than other toilet seats on the market," Levy says.

Regular toilet seats have small almost non-existing bumpers that do little to keep the seat in place, putting most of the strain on the hinges that usually break.

Big John has durable stainless steel hinges and huge bumpers that literally grip the porcelain keeping the seat extremely stable as well as adding a little height for even more comfort and to help prevent numb legs and pinched nerves.

Big John is designed to fit either a round or elongated toilet bowl, is simple to install, and will fit most manufacturers toilets.

The fact is that you don't have to be big... the elderly, and handicapped, or even what today is considered the average sized person, would benefit from having a Big John Toilet Seat.

The seats are sold nationwide through various decorative plumbing fixture and medical equipment retailers, and come in both white or cream color, and have a lifetime guarantee not to break.

For a list of retailers contact Big John Toilet Seats at toll-free 1.866.366.0669 or log onto <http://www.bigjohntoiletseat.com>

**SOURCE Big John Toilet Seats**

**Web Site: <http://www.bigjohntoiletseat.com>**

**Photo Notes: NewsCom:**

## RealEstateJournal.com Advises Consumers to Choose Home Renovations With the Best Return

PRINCETON, N.J., Sept. 22 /PRNewswire/ -- To get the best return on resale, consumers need to choose their home renovations wisely, says RealEstateJournal.com, The Wall Street Journal's guide to property.

RealEstateJournal.com says homebuyers are willing to pay more for central air-conditioning and fireplaces, eat-in kitchens, utility rooms and in-ground swimming pools. But they don't want to pay extra for dining rooms, dens or studies, intercom systems, kitchen pantries, above-ground swimming pools, home offices or in-law suites.

Bathrooms and swimming pools always have added value, but some other home improvements are more susceptible to fading in and out of fashion. Some of the renovations costing under \$10,000 that are worth doing in today's market include installing granite countertops, new carpeting, a pull-out kitchen faucet, melamine closet systems, synthetic entry doors, laminate wood floors, body-spray showerheads and garage storage systems.

"It isn't how much you spend, it's how you spend it," says Valerie Patterson, senior producer, RealEstateJournal.com. "The trick is to bring your home up to neighborhood standards, but no higher."

Here are some tips from RealEstateJournal.com for those contemplating home renovations:

- \* Remember that you're in it for the long haul -- count on a major home remodeling taking as much as twice as long as you'd planned.
- \* Expect the unexpected -- set aside as much as 20% of your budget for contingencies.
- \* Relationships with contractors are everything -- communicate with your contractors all the way through.
- \* Count on as much as one-fourth of your budget being taken up by finish-work -- this includes everything from light switches to the kitchen sink.
- \* Don't pay too quickly -- if you do, you won't have leverage if something goes wrong.

For more information on real estate, visit <http://www.RealEstateJournal.com>.

About RealEstateJournal.com

RealEstateJournal.com, The Wall Street Journal Guide to Property, is the Internet's premier site for people seeking real estate guidance for both commercial and residential properties.

About Dow Jones & Company

Dow Jones (NYSE: DJ; <http://www.dowjones.com>) publishes the global Wall Street Journal with its international and online editions; Barron's; the Far Eastern Economic Review; Dow Jones Newswires and Indexes; MarketWatch; and Ottaway newspapers. Dow Jones co-owns Factiva with Reuters, SmartMoney with Hearst and CNBC television operations in Asia and Europe with NBC Universal.

**SOURCE RealEstateJournal.com**

**Web Site:** <http://www.RealEstateJournal.com>

<http://www.dowjones.com>

---

## **New Cookbook Series From Williams-Sonoma - Like a Cooking Class in a Book!**

NEW YORK, Sept. 22 /PRNewswire/ -- How many times have you been in the middle of a recipe thinking that you must have made a mistake somewhere along the way because something just doesn't look right?

Almost every home cook has questioned, at one point or another, the progress of a dish they're preparing from a cookbook. Well, now that problem has been solved -- with the introduction of the Williams-Sonoma Mastering Series, everyone from aspiring novice to experienced home cook will be able to see how their dishes should look from start to finish.

Each book in the series contains over 300 full-color photographs that take you through every stage of every recipe, from the ingredients to the garnish. The series begins with four titles: Hors D'Oeuvres by Jan Weimer, Soups & Stews by Marie Simmons, Pasta, Noodles & Dumplings by Michele Scicolone and Beef & Veal by Denis Kelly (Free Press; publication date: November 2005; \$19.95 each).

Not only will each cookbook show you how the recipes should look, but it will also teach cooks to master basic techniques and how to build on the basics with more complex recipes. For example in Pasta: you'll learn about the ingredients that go into making pasta dough; then you'll learn key techniques, like how to shape orrecchiete and cavatelli; and finally, you'll learn how to make different recipes, including Fettuccine Alfredo and Oreccheitte with Broccoli Rabe & Sausage.

Designed for cooks of all levels, the Williams-Sonoma Mastering Series presents each recipe with richly detailed instructions, ensuring that both beginners and experts will accomplish great things in the kitchen.

***SOURCE Free Press***

---

[Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.](#)

[Terms and conditions, including restrictions on redistribution, apply.](#)

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.

## Americans Unclear About Benefits of Ozone

25 Percent of U.S. Adults Surveyed Believe Ozone Causes the Sky to be Blue

OLDCASTLE, Ontario, Sept. 22 /PRNewswire/ -- A survey of more than 1,000 adults in the United States has found that adults are unclear about ozone and its benefits, 40 percent have some understanding there is "good" ozone and "bad" ozone and other facts about ozone are less well understood, according to the lotus(R) Oh-Zone! Awareness Survey.

Myths and misperceptions uncovered by the survey reveal that:

- 34 percent of respondents reported they know ozone is safe;
- 25 percent think it causes pollution while another 25 percent believe it is pollution;
- 24 percent of respondents believe ozone creates a blue sky; and
- 22 percent know that ozone is safely used to kill bacteria and germs in some municipal water systems and that ozone helps reduce indoor air pollution.

According to Steve Hengsperger, President of Tersano, Inc., sponsors of the lotus(R) Oh-Zone! Awareness Survey: "There is much apprehension and misunderstanding regarding ozone, which is a naturally occurring molecule Mother Nature produces whenever and wherever it is needed for protection, recycling and clean up." This means that as humans dump pollutants into the atmosphere, Mother Nature must produce increasingly more ozone to clean it up, he explained.

Results of the lotus(R) Oh-Zone! Awareness Survey have been released following the U.S. Centers for Disease Control's (CDC) Third National Report on Human Exposure to Environmental Chemicals. The report provides an ongoing assessment of the U.S. population's exposure to 148 different environmental chemicals -- including those used in well-known household cleaning products -- using biologic monitoring. Biomonitoring is the direct assessment of people's exposure to chemicals by measuring the chemicals of their breakdown products (metabolites) in blood or urine.

"We can significantly reduce our ingestion, inhalation and absorption of toxic chemicals simply by using a microfiber cleaning cloth dipped in water infused with ozone -- also called super-oxygenated water -- to sanitize countertops, cutting boards, baby bottles and household surfaces," Tersano's Hengsperger says. "The result will be a reduced dependency on traditional household cleaners that contain toxic chemicals."

But are Americans ready to give up their favorite cleaners? When asked if they would be interested in a device that turns ordinary tap water into a safe, powerful disinfectant that is stronger and faster than chlorine bleach:

- 40 percent of respondents said they would be positively disposed to buying such a product;
- 25 percent said they do not believe such a device is possible, but would purchase it if it were available; and
- 18 percent believe it is possible and would purchase such a device.

## Nation's Water Supply Infrastructure in Decay

According to Hengsperger, "The water infrastructure in the U.S. is in a state of neglect and disrepair with many pipes and plants coming to the end of their useful life. Unfortunately, older systems are deteriorating at the same time federal water quality rules are being tightened. But because local budgets cannot keep pace, it's becoming increasingly important to have an extra level of protection at home that ordinary water filters alone can't provide." There are products on the way that will allow consumers to sanitize their water with ozone technology without the added expense of a whole home system, Hengsperger notes.

### About Ozone\*

Ozone is a safe, colorless, naturally occurring trace gas (molecular formula  $O_3$ ), best known for serving to absorb many harmful solar UV rays in the stratosphere. Less known is that ozone is one of the most powerful natural sanitizing and disinfecting agents in the world killing up to 99.99999999 percent of bacteria, such as e-coli, on contact.

Because super-oxygenated water is over 50 times more powerful and over 3,000 times faster acting than chlorine bleach, it has been used as a water disinfectant in Europe since the 1800s and is used by most water bottling plants and many municipal water systems in the U.S.

The Joseph P. Jensen Water Treatment Plant is the largest water treatment plant in the U.S. to employ ozone disinfection. The California plant provides up to 750 million gallons of treated water each day to agencies in Ventura, Los Angeles and Orange Counties. Currently, the plant is in the process of switching its primary disinfectant from chlorine to ozone for a more aesthetic water that reduces potential health concerns. This will be achieved by destroying a wider range of organisms in drinking water, removing most objectionable tastes and odors, and producing fewer potentially harmful byproducts than the traditional chlorine treatment.

### Survey Methodology

The Lotus(R) Oh-Zone! Awareness Survey was conducted June 17th-21, 2005 by telephone among a nationally representative sample of 1,017 adults 18+ (507 men and 510 women) in Caravan, a national telephone omnibus survey. The survey was developed for Tersano, Inc. by Leflein Associates, Inc. and fielded by Opinion Research Corporation International. The margin of error for the sample overall is +/-3.0%. The margin of error for subgroups is larger.

### About Tersano, Inc.

Tersano is an innovative company headquartered in Canada that develops cutting-edge household countertop systems to sanitize drinking water, food and surfaces. Tersano's state-of-the-art technology will provide the tools with which to reduce, if not eliminate, the need for toxic chemicals in the home. Tersano is soon to launch the Lotus(R) Water Treatment System, a new in-home product that super-oxygenates and filters drinking water to kill pathogens and eliminate toxins. For more information, visit <http://www.tersano.com>.

\* Ozone molecules contain three oxygen atoms and are formed when ordinary oxygen molecules are forced to take on a third oxygen atom. Ozone's power as a sanitizing agent comes from its unstable molecular structure -- the third oxygen atoms ( $O_1$ ) tend to consistently break apart from the ozone molecules ( $O_3$ ) creating a powerful sanitizing force. When bacteria are exposed to ozone, they begin absorbing ozone molecules immediately and quite literally explode. Healthy cells are unaffected because of their protective enzyme coating and the only byproduct is harmless oxygen ( $O_2$ ).

***SOURCE Tersano, Inc.***

## **Avoid Digital Disasters: File Recovery Software Resurrects Deleted Files, Photos, Music, and E-Mail From Virtually All Digital Devices**

LOS ANGELES, Sept. 29 /PRNewswire/ -- Digital technology allows users to delete an unwanted image still in the camera, something that millions of novice photographers are learning. Today's photographers can prevent the heartache of lost photos with an easy-to-use software tool like Search and Recover to find and recover deleted digital photos.

Proprietary new StrongScan(R) from iolo technologies helps users locate and identify lost files even months and years after being deleted using improved search algorithms. Enhanced file pattern searching locates and recovers even the most difficult items by scanning byte-by-byte. Data recovery is designed to be fast, safe and reliable.

The Search and Recover Version 3 powerful tool arsenal is designed for both advanced and novice users to quickly and easily find and recover deleted, destroyed or damaged files from DVD-R, CD-R, and other optical media. The software works with digital cameras, and with music players, compact flash, memory sticks, smart media, hard drives, and other portable media.

Users can recover pictures, videos, songs, e-mail, documents, spreadsheets, or any other PC file or folder with the easy to use interface -- even after the Recycle Bin is emptied. An easy-to-use wizard recovers important items in three steps; select the file types to find, select where to look, and instantly recover the items found with one click.

"iolo has experienced tremendous success with Search and Recover, the most robust tool for PC users to find and reassemble data," said Scott Yenor, iolo chief information officer.

iolo products are available through leading retailers across the United States, Canada, and the UK.

30-day downloadable trials are available at <http://www.iolo.com>.

iolo technologies is located at 7470 N. Figueroa St., Los Angeles, CA 90041, USA. Tel: 323.257.8888. Fax: 323.257.8885. Or visit <http://www.iolo.com>.

Copyright 2005, iolo technologies, LLC. All worldwide rights reserved. The iolo name, iolo logo, System Mechanic, Search and Recover, System Shield, DriveScrubber, and Macro Magic are trademarks or registered trademarks of iolo technologies, LLC. All other trademarks are properties of their respective owners.

***SOURCE iolo technologies***

***Web Site: <http://www.iolo.com>***

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.  
A [United Business Media](#) company.

## Oscillating Device Helps Improve Bone Mass, Reports Harvard Women's Health Watch

BOSTON, Sept. 29 /PRNewswire/ -- Weight-bearing exercise is one of the principal recommendations for preventing and treating the loss of bone density that can lead to osteoporosis. However, exercise isn't always possible, particularly for the frail.

An experimental device may help solve this problem, reports the October issue of the Harvard Women's Health Watch. Research strongly suggests that a few minutes of standing on an oscillating platform, about the size and shape of a bathroom scale, can do as much for bone density as longer bouts of more typical weight-bearing exercise.

Users stand on the platform while it produces small, barely perceptible vibrations that mimic what muscle cells do during common activities such as standing, maintaining balance, and walking. These tiny muscle contractions exert many small stresses on the bone, which can promote bone-building activity. Bones become stronger literally from the inside out.

The device is not yet available in the United States. A large clinical trial is being planned to gather the data required for FDA approval, although the machine will be marketed in other countries by the end of this year.

Harvard Women's Health Watch cautions that even if the device becomes available in the United State, you shouldn't put away your walking shoes -- exercise conveys many other health benefits besides keeping bones strong. But for women who can't participate in more vigorous physical activity, the device may prove quite useful.

Also in this issue:

- \* New approaches to treating breast cancer
- \* Positive psychology
- \* Harm from removing ovaries during hysterectomy
- \* What to do about ischial bursitis
- \* By the way, doctor: How long does calcium absorption take?

The Harvard Women's Health Watch is available from Harvard Health Publications, the publishing division of Harvard Medical School, for \$24 per year. Subscribe at <http://www.health.harvard.edu/women> or by calling 1-877-649-9457 (toll free).

**SOURCE** *Harvard Women's Health Watch*

**Web Site:** <http://www.health.harvard.edu>

<http://www.health.harvard.edu/women>

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.



## New Frontier in Webconferencing: Consumers Can Broadcast Live on the Internet

LAS VEGAS, Sept. 29 /PRNewswire/ -- What does Rocker Joe Walsh have in common with Housewife Jennifer Kall? They both use new, consumer-friendly webcasting products to stream live broadcasts to their fans.

While Joe Walsh has a much bigger fan base, consisting of thousands of dedicated Eagles fans worldwide, Kall's fan base is also very dedicated. She is able to broadcast live video of her daughters to all of her friends and family who live thousands of miles away using helloLive, a webconferencing product. See <http://www.helloworld.com>.

Kall says it's a wonderful way to let her family watch her children grow up. "I recently streamed my daughter's seventh birthday party to everyone who could not make it," Kall said. "What a special treat it was for them to feel as if they were part of the party."

And her case is not all that unique. The trend toward the consumer-driven video communication market is growing quickly.

Brian Donovan is another example. He broadcasts cost-effective streaming video presentations for his clients in his Internet Cafe.

"As a small-business owner, I know how important it is to compete for attention. The ability to webcast my presentations has really gotten me noticed," Donovan said.

There is one common factor between these three very different people. They all use helloWorld's live broadcasting product, helloLive. helloLive is allowing everyone from the consumer to the small business owner to the famous Rock'n'Roll star to easily broadcast streaming video to hundreds of people. As the most advanced and least expensive webcasting products on the market, helloWorld is quickly building a presence in the consumer marketplace.

"If you have a job that requires a lot of face-to-face communication and you can't afford the thousands of dollars per web conference from the 'other guys,' you're in luck," Donovan said. "helloWorld offers a better service for pennies on the dollar. I couldn't believe it when I saw it."

"Best of all, helloLive lets me record a live broadcast simultaneously and it immediately archives to be viewed any time," Kall said.

In addition to helloLive, helloWorld's monthly subscriptions also include helloMail, a video email tool and helloIM, a video instant messaging tool.

To learn more about these products, go to <http://www.helloworld.com>.

**SOURCE** helloWorld

**Web Site:** <http://www.helloworld.com>

---

Issuers of news releases and not PR Newswire are solely responsible for the accuracy of the content.

Terms and conditions, including restrictions on redistribution, apply.

Copyright © 1996- 2005 PR Newswire Association LLC. All Rights Reserved.

A [United Business Media](#) company.