

FOR IMMEDIATE RELEASE

Phenix Rising Launches New Outdoor Product, The Pole Caddy

CAPE CANAVERAL, Florida (April 20, 2009) – The Space Coast of Florida is known for some pretty spectacular launches, and now, just in time for summer, local company Phenix Rising announces the launch of its new outdoor product, the Pole Caddy.

For the beach, campground, patio, or any outdoor activity spot, the versatile Pole Caddy is the best way to stow all your essential gear in secure, easy reach whenever you're outside. Designed to function as an accessory to a beach umbrella or tent canopy, the Pole Caddy is well-crafted of durable, UV-resistant polypropylene, with an adjustable socket that attaches securely to most standard umbrella pole sizes. A variety of cup holders and square pockets make handy receptacles for items such as drinks, sunscreen, electronic gear, and more.

Best of all, the Pole Caddy is fully customizable with high-resolution logos or images. Show your fan status with a vinyl wrap of your favorite team or league, or use the Pole Caddy as a corporate promotion item to showcase your brand. You can even personalize a Pole Caddy with a family photo or other favorite graphic.

Product inventor, Ray "The Pole Caddy Daddy" Gambill, first conceived of the idea while fishing along the Indian River near Port Canaveral. According to Gambill, "I had an umbrella set up for shade, with my drink glass beneath it; but every time I picked it up, I got a handful of sand too. It occurred to me that I could use a 'table' of sorts for my umbrella. When I got home, I did an Internet search to find something like what I had in mind, but there wasn't anything like it; and I thought, if I can use this, other people will want to, too."

Gambill's passion for his product is what drew in his partner, Tom Wienckoski, the former owner of MC Assembly, a company which Wienckoski built into a leader in the contract manufacturing industry, as well as one of the area's largest employers. "I was impressed by Ray's enthusiasm, and the steps he'd already taken to grow the business before I came on board. I saw the value of his product immediately – it has so many applications that, to me, the sky's the limit with this idea."

Phenix Rising is a privately held company based in Brevard County, Florida. For more information about the Pole Caddy, please visit www.polecaddies.com.

Contact:
Jackie Gambill, Media Relations
polecaddies@msn.com
(321) 501-1459

###