

PRESS RELEASE

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Serial Flauntrepreneur, Ky Joseph prepares to launch unique, stylish line of jewelry aimed at keeping women focused on their dreams.

Toronto (September 16, 2008) Personal branding specialist and serial flauntrepreneur, Ky Joseph gets ready to launch her unique line of jewelry called **Be Bangles™** and concedes the bangles were a huge success months before they were even considered to be a product available to the public market. *“I created my own individual prototype bangle a year ago in an effort to keep myself focused on my own goals and when every woman who saw it wanted it, I knew I had created something special”*. Ky is a believer in the power of intention and insists one’s goals must be in plain site daily if they are to be achieved. **Be Bangles™** allow women to wear their “passion slogan” where they can see it all day long. *“It’s essential to have our objectives top of mind every day so we are reminded to take action and make them happen. There’s never been a more strategic way to be reminded of our goals than by wearing them on a fashionable bangle, a constant reminder of what we must do to succeed.”*

Be Bangles™ will be available in time for Christmas ordering online at www.kyjoseph.com and www.bebangles.com and are slated to hit exclusive retail stores across North America in the following months. **Be Bangles™** are available in Classic Black, Dark Brown and Ivory and scripted with 10 motivating and inspiring phrases, among them, Ky’s personal favorites.

*Follow your passion - Take chances
Make an impact and stand out*

Be Bangles™ are unique, fashion-forward bangles scripted with key messages intended to keep you focused on your future goals so you can become the success you envision.

ABOUT KY JOSEPH:

Ky Joseph is a self-proclaimed flautpreneur who has used the principles of personal branding to get ahead in one of media's most male-dominated industries. As Executive Vice President Sales for one of Canada's fastest growing independent broadcast corporations, she lead a national chain of radio stations to success from the ground up and inspired hundreds of individuals to use her techniques to win in business. She currently owns six companies and shares in ownership of three radio properties across the country. Ky is a master at motivating individuals to think outside the box, take action and succeed. *"My passion lies in helping people tap into their unique selves and create the strongest personal brand they can. **Be Bangles™** are simply an extension and reflection of my business philosophy of helping individuals stay on track with their goals as they journey on for their quest for success."*

For more information on **Be Bangles™**, please contact:

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