

For Immediate Release

POPULARITY OF POKER PROMPTS POETIC TECHNIQUE FOR PLAYER EXPRESSION

**Famous Burma Shave Campaign of the Thirties Inspires Aging
Ad Execs to Reintroduce Pithy Poetry to Communications Media**

Santa Clara, CA. August 9 2007. A recently formed company called VerseWorks, touting itself as "Creators of Promotional Poetry", may well have discovered new applications for a dormant art form. Their initial portfolio of proprietary, four-line poems (couplets), has been aimed at the passionate allegiance of 165+ million poker players in the U.S., in the form of expressive T-Shirts. A sampling of these offerings can be viewed on the company's web site (www.pokerbilia.com).

Unlike the singular nature of competitive poker T-shirt messages, the VerseWorks product inventory offers a large and growing library of sentiments and attitudes from which to choose. Thus the wearer of each shirt can immediately "position" themselves in card-playing environments. Their T-shirt expressions will generally be entertaining, some a bit arrogant, others informative, and all easy to read.

For over thirty years, Burma Shave peppered the roadways of America with witty, entertaining, and informative four-line couplets, moving the company from a position of 0 to number 2 in the brushless shaving cream arena. In the late fifties, however, the effectiveness of their program diminished, as their "media" was usurped by the fast growing spread of superhighways (which prohibit signs). Thus their audience became unreachable with their roadside signage.

VerseWorks, claiming that the power of poetry remains alive and well, has chosen to apply the Burma Shave technique to alternative media, and widen the scope of its application. Ergo, such items as T-shirts, jackets, caps, bumper stickers, billboards, print advertising, paper products, signs, POP displays, TV, and Web sites, have all become viable candidates for poetic couplet exposure.

The couplets are physically quite flexible and can be applied to any print media in one, two or four lines of type, and copy content can be changed any time at the discretion of the user. A VerseWorks product-specific couplet portfolio can seamlessly be integrated into existing promotional programs.

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The copyright protection obtained for VerseWork's growing inventory of poetic promotions, enables the company to offer exclusive use of their intellectual property. Their portfolios of generic, product-specific couplets are available to product advertisers, or to the suppliers of media and/or promotional services. They will also develop customized programs on a contract basis.

VerseWorks is headquartered at 3241 Keller Street, Santa Clara, CA 95054.
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