

The Toilet Has a New Costume!

“Jeckida® the World Patent Holders of Toilet Décor takes the Toilet Ink™ Brand into the World of Horror”

--- FOR IMMEDIATE RELEASE ---

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STATEN ISLAND, New York – June 5th & June 7th, 2009 – Toilet Ink™ is debuting THE HORRORBOWL™ COLLECTION at Fangoria’s Weekend of Horrors inside the Jacobs Javits Center in New York City. The world’s biggest gathering of horror fans are in for a huge surprise. Are aliens invading Manhattan? Are Zombies overrunning the streets? No! It’s Toilet Ink scaring their way into the dark hearts of horror fans. Inspired by the macabre, Toilet Ink™ wants to scare your pants off with something new for your bathroom.

Jeckida® the world leaders of toilet training and creators of The World Famous Toilet Buddies® returns to the Javits Center after their debut in 2005 and are back with a vengeance. The Toilet Ink™ trend exploded this year with all new artists and all new concepts. “After 3 years of branding Toilet Ink™ at the most exclusive Tattoo Conventions in the U.S., we are now poised for global domination,” says Joseph J. Lalicata, CEO of Jeckida Inc. “As entrepreneurs, we’ve bucked the term ‘You’re Only New Once’ with our HORRORBOWL™ Debut,” explains Mr. Lalicata. “We’ve been so busy with licensing, building content, and selling unique art at a record speed,” said Jessica Lalicata, Jeckida Inc.’s President. “This year we’ve made it easier than ever to electronically collaborate with the artists; our technology is fierce for a toilet decor company,” explains Mrs. Lalicata. Mr. Lalicata states, “Creativity is underrated right now, especially in this economy, so, we don’t produce the art we just created a new canvas and provided the artists with a new way to express themselves. Our licensing agreements read like this ... ‘you can’t sue us for the next one million (1,000,000) years or until aliens from outer space decide to take over the planet.’ All Toilet Ink™ artwork is limited edition, signed and numbered. Welcome to the New Pop Culture!”

Toilet Ink™ makes it incredibly simple to decorate any toilet, anywhere, anytime. Toilet Ink™ uses water and a squeegee to manually transfer the designs to your toilet. Toilet Ink™ allows you to add new artwork to your toilet for humor & fun!

For hi-resolution product images and company logos visit the online press room at:
http://www.toiletink.com/Press_Kit.html

Company Background:

Jeckida® ignited the toilet art revolution at the 2005 World Toilet Organization Convention in Shanghai, China with the birth of the Toilet Buddies®, winning over 25 Awards including “2006 Product of the Year”, the distinguished “2006 Creative Choice Award”, and the “2007 Media Award”. The Toilet Buddies® international television debut and musical performance aired on July 6th, 2007 on “The Mom Show” in Ottawa, Canada broadcasted to over 50 countries. In June 2007, Jeckida® released their next creation Toilet Ink™ at the NYC Tattoo Convention at the Roseland Ballroom. The royalties & licensing program for artists erupted and new designs came pouring in by the hundreds. In 2008, Toilet Ink™ received overwhelming press coverage in every tattoo magazine in the United States and also made POPULAR SCIENCE magazine in Sweden causing a stir amongst International Distributors. Also, The Toilet Buddies® Founders (Joe & Jess Lalicata) debuted on U.S. Television The Dr. Phil Show. Now in 2009, Jeckida has created 12 new Toilet Buddies® characters and signed thousands of artists for Toilet Ink™. Jeckida® is committed to giving back to the community which is why 10% of their profits are donated to Autism, Alzheimer’s, and Cancer research. Jeckida Inc. is proudly headquartered in Staten Island, New York. Jeckida® products are available in more than 48 countries through Authorized Jeckida® Distributors located world-wide. Toilet Ink™ is available immediately via www.toiletink.com and Authorized Jeckida® Resellers for US \$25.00 – \$60.00.

Toilet Ink™ home page on the World Wide Web: <http://www.toiletink.com>.
Toilet Buddies® home page on the World Wide Web: <http://www.toiletbuddies.com>

toilet ink 

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