

## **MEDIA RELEASE**

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### **Little nail file from Jagorb International makes it big at Golden Globe Awards**

*2010 Golden Globe Awards gift bags for the stars will include unique and versatile Jagorb nail file*

Calgary, Alberta, Canada – October 29, 2009 -- Jagorb International, a Calgary, Alberta-based company has been selected to include their product, an orb-shaped nail file, in the gift bags for the Stars at the 2010 Golden Globe Awards in January.

Melody Murphy, President and CEO of Jagorb International initially thought it was a hoax when she received an email from Rita Branch of Secret Room Events asking if she would like to be a gift bag sponsor. Upon further research, Murphy discovered that Secret Room Events is responsible for the gift suites at the Golden Globe, Emmy and MTV Awards. “This was a huge surprise since our company is less than a year old,” says Murphy. “Secret Room Events is always on the lookout for new and unique products, and “The Jagorb” caught their interest when they saw it in *LA Splash Magazine*.”

The Jagorb is an orb-shaped nail file on a keychain that can be taken anywhere....even on an airplane! You can see it at [www.jagorb.com](http://www.jagorb.com).

A travel agent for 20 years, Murphy is sensitive to the needs of travellers, particularly since 9/11 after which the airlines placed restrictions on what flyers could carry on the airplane. The idea for Jagorb came to Murphy when she was sitting outside her LA hotel last September with a chipped nail and no nail file!

The Jagorb can be used in so many ways: as a keychain; special event piece for weddings and conventions; a promo piece for tradeshows; an amenity for the hotel and spa industry and so much more. Women love them because they are so versatile; you can hang them on brief cases or diaper bags. Best of all, the Jagorb is airline-approved and endorsed by CATSA (Canadian Air Transport Security Association).

Murphy is looking forward to the trip to Beverly Hills, California next January where she will be among twenty companies featured at the Gifting Lounge where the stars come to receive their gift bags. Murphy says, “Gift bags are a big deal at any awards show, and it’s a true honour to be included in the Golden Globe Awards. Who knows? The Emmys may be next!”

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**About Jagorb International:** Jagorb International is a start-up company based in Calgary, Alberta, Canada that sells an orb-shaped nail file, which is airline-approved for safe travel and

endorsed by CATSA. The Jagorb nail file is currently sold in Canada, USA and the Republic of Ghana.

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