



KEHEI TRAVELER

FOR IMMEDIATE RELEASE:

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KEHEI CORPORATION KEEPS YOU CLEAN...ON PLANES, TRAINS, AND ANYWHERE ELSE.

Miami, FL, December 22nd, 2008 – Wherever you go, however you get there, The Kehei Corporation has you covered. The South Florida-based start-up remains steadfast in its ongoing mission of putting the traveler back in control of their personal hygiene. The company announced today their participation at The Travel Goods Show March 3rd – March 5th 2009 at The Las Vegas Convention Center. There, the company will introduce its flagship product: The Kehei Traveler Seat Cover, the only hygienic, eco-friendly seat covers on the market. The Kehei Corporation aims to promote health and wellness as well as making traveling a more enjoyable and safe experience.

Why Kehei? Founder and CEO Adrienne Moore is no stranger to the business of health and preservation. She's spent years developing an eco-friendly cosmetics line and restoring historic landmarks in New York, Los Angeles, Chicago, and Miami. As a frequent traveler, Adrienne's not-so-pleasant travel experiences lead her to develop The Kehei Traveler Seat Cover. The easy-to-use seat cover unfolds out of its small carrying case and wraps around your seat in seconds with two Velcro™ straps that allow for a custom fit. Also included in the six-ounce carrying case are two armrest covers and a tray table cover, making the Kehei Traveler Seat Cover the ultimate travel companion.

Perhaps the most unique feature of The Kehei Traveler Seat Cover is that each cover is treated with Tea Tree Oil – nature's own antiseptic and antifungal solution. Tea Tree Oil creates a second layer of protection because it is active against all three varieties of infectious organisms: Bacteria, Fungi and Viruses. Independent microbiological testing has confirmed the effectiveness of Tea Tree Oil in fighting infection is further backed up by its ability to protect itself and to respond appropriately.

Available in re-usable and disposable varieties, the seat cover is both lightweight and compact, designed specifically with the traveler's health and comfort in mind. It folds and unfolds in no time, clips onto almost anything, and is made of soft non-woven organic fabric that is remarkably comfortable and ecologically friendly. It also creates a protective barrier between you and the seat...where the previous occupant may not have been as healthy or as courteous as you are. For the price of a magazine, you can pick-up a seat cover, and protect yourself. They don't just work on planes; use your Kehei Traveler at the movies, a concert, or



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at sporting event. They also work great on the bus, the subway, and in taxis. Wherever you go, Kehei's got you covered!

Kehei will launch their new E-Commerce website just prior to the show and begin nationwide distribution throughout airports, convenience stores, stadiums and amphitheatres, and other public seating venues. They are also in the process of launching a children's version of The Kehei Traveler called The Cootie Cover. An animated turtle is being designed to represent the brand on the website and in future advertisements. There will even be a "name the turtle contest" in the coming weeks to familiarize children with the brand and his mission to educate them about proper travel hygiene and safety. In addition, Kehei is seeking to develop strategic relationships with businesses interested in co-branding seat covers for marketing and give-away promotions. The Kehei Traveler offers plenty of visible space to add corporate logos, slogans, and contact information, which are displayed everywhere the cover is used.

For additional information on The Kehei Corporation, and to receive samples for editorial review, please contact Adrienne Moore (adrienne@keheitraveler.com) or visit the website at www.keheitraveler.com.

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