



**DARE TO BE FREE**

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**1<sup>st</sup> Time Exhibitor at the Seattle Boat Show, ugo wear- The Perfect Combination of Fashion, Function, and Technology For Your Smartphone**

**Los Angeles, CA, January 2017** – ugo wear, a Minneapolis based startup company will be a first time exhibitor at the Seattle Boat Show. Come visit ugo in the East Hall (E) #1001 and check out the wearable water proof water sport accessory for your smartphone.

Combining first ever TPU fabric from NIKE IHM, and one of the most recognized waterproof zippers by German made TIZIP, the ugo pack is the superlative choice for 100% waterproof and floatable smartphone protection. ugo is made for active, fashion conscious individuals who spend time in and around the water whether it is boating, kayaking, paddling, beach walking, fishing or hunting.

“With our ugo pack, we have proven that you can have a dependable yet functional and fashionable accessory that protects your valuable items. Talk, text, tweet, post, pin, snap and take video while enjoying your favorite water sport worry free and share your experiences instantly,” says Melanie Cole co-owner of ugo wear.

We all deserve to be free to live the life we want. To do what we want, when we want and with whom we want. ugo Brand is for people who want to thrive, not just survive. People who know what they want out of life and won't let anything stop them from getting it. ugo helps them be free in the moment to live life to the fullest. Free to chase it, to live it, to feel it – daring to claim it everyday.

So, go ahead, cruise the world, jump in that lake, paddle that board, land a trophy, walk that beach, live your life to the fullest – as only you can! Choose freedom not fear. DARE TO BE FREE!

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