

CREDITCOVERS

THE SKINS FOR YOUR CREDIT CARDS

COMPANY BACKGROUND

In the spring of 2005, having just completed his Master's degree in Urban Planning, Anthony David Adams was walking in Boston when the proverbial idea light bulb switched on. He thought: "Wouldn't it be cool if you could put *art on your credit cards*, on *all* the cards in your wallet for that matter?" Everyone carries at least one; let's subvert the corporate credit card – the universal manifestation of our culture of consumer-driven capitalism – and transform them into a vehicle for art, design, personalization, fun and excitement, used and shared with every one of billions of daily transactions around the world!

Upon returning to Madison, WI, Anthony spent the next several months refining the idea, making prototypes out of old postage labels, and teaching himself patent law. Within a short amount of time, and with even less money, he was able to produce a working prototype and offer the first CreditCovers design for sale at his girlfriend's local clothing boutique, *Sukara Sterling*. CreditCovers were an instant hit! One early customer gushed, "*I was in Manhattan and saw someone with a cool credit card cover. She told me I could only get one at your shop in Madison. I want one!*"

In the meantime, Anthony had begun to further develop the business concept, having sent a few samples to his friend Bowen Dwelle, serial entrepreneur, adventurer and CEO of AdMonsters.org. Bowen immediately recognized the strength of the idea and the universal appeal of the CreditCovers product, and agreed to come on board as principal investor and business advisor. With backing now in place, Anthony left his job as Executive Director of The United Council (the largest non-profit student organization in the mid-west) and the two met for a brainstorming road trip, covering 2000 miles from San Francisco to Cabo San Lucas, Mexico over the course of two weeks.

With the founders refreshed, energized and excited, and the business plan in place, the business took formal shape as CreditCovers LLC in January of 2007, and work began to produce the first series of designs in marketable quantity. Armed with the creative firepower of amazing artists such as Jim Mahfood, Todd Arthur Wolf, and Jessica Lansdown, CreditCovers Series #1 launched with fantastic initial success. In just the first few days after becoming available, sales were already rolling in from around the world, with CreditCovers shipping out to locations including Los Angeles, New York, Spain, France, Germany, Denmark, Sweden, Brazil, and Tokyo. CreditCovers has also signed several retail stores and

distributors, with more coming on board every week. With sales and blog and media coverage spreading like wildfire, CreditCovers are quickly becoming the next *it* accessory!

CreditCovers Series #2 is planned for May 2007, with new designs by high-profile artists including Todd Francis of Element Skateboards, CERN (a world renowned graffiti artist based in New York), Plastic God, and others.

In addition to a commitment to high quality and artistic content, CreditCovers also strives to be a socially and environmentally responsible company. All CreditCovers products are manufactured sweatshop free in the United States of America and the entire company is carbon neutral as a result of reduction and offset purchasing.

**JOIN THE CREDITCOVERS REVOLUTION!
GET COVERED TODAY!**

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