

IRREVERENTLY YOURS, LLC



WWW.BSWATCH.COM

FOR IMMEDIATE RELEASE

February 2007

Arm Yourself... Disarm Others!

Introducing

The *Universal BS Detector Watch™* by Joey Skaggs

It flashes, it moos, it poops... it also tells time

Special Time Limited Introductory Offer!

\$39.95 plus free shipping & handling

Had enough of obnoxious, self-indulgent, pompous, pretentious, duplicitous, hypocritical, phony, delusional, illogical, insincere, patronizing people? Then let it be known - from boardrooms to backrooms, barrooms to bedrooms, courtrooms to classrooms, the Universal BS Detector Watch™ gives you the ability to comment with humor anywhere, any time. This product is non-partisan and non-sectarian, and... in any language it sounds the same. Let the moo's begin...

Says creator Joey Skaggs: "Discreetly push the button and let the Universal BS Detector Watch™ express your feelings. When asked, 'What's that sound?' Just say, 'Oh, sorry! That's my bs detector.'"

Special introductory offer: For a limited time, the Universal BS Detector Watch™ is available at <http://www.bswatch.com> for only \$39.95 + free shipping & handling (list price is \$49.95 +\$9.95 s/h). Not available in stores!

About the Watch: In addition to being endlessly useful, the Universal BS Detector Watch™ is also a high quality precision quartz watch. It has a sound and light effect that lasts approximately eight seconds each time the upper button is pushed. The face of the watch is red with an illustration of a well-endowed bull from behind. The strap is black PVC and fits most wrist sizes (from child to adult, male or female). The watch back has the artist's etched signature.



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The watch has two replaceable batteries, both long lived, standard and commonly available. One is for the precision quartz watch and the other is for the sound and light effects. One important note: The Universal BS Detector Watch™ is not waterproof. So don't get thrown overboard wearing it!

About the Creator: As one of America's most impassioned social satirists, Joey Skaggs (<http://www.joeyskaggs.com>) has been calling bs "bs" for a long time. He is an artist, prankster, media critic and social activist. Since the sixties, Skaggs has, among other things, created scores of comical and absurd stories, all of which have been widely reported as news. Now he's created this actual product to help everyone else tell it like it is. Some of Skaggs' best-known pranks include:

- *The Fat Squad:* A business offering commandos who, for a fee, would physically restrain you from breaking your diet
- *The Cat House for Dogs:* A bordello for dogs where for \$50 you could get your dog sexually gratified
- *The Solomon Project:* An alternative to the American Judicial system eliminating the need for judges and juries and providing equal justice for all
- *Portofess:* A portable confessional booth mounted on the back of a tricycle and peddled to the Democratic National Convention bringing religion on the move to people on the go because the church must go where the sinners are
- *The Celebrity Sperm Bank:* A public auction of celebrity sperm offering up sperm from Mick Jagger, Bob Dylan, John Lennon and other luminaries
- *Hair Today:* A Native American surgeon solicited scalp donors to provide healthy scalps for transplant providing a permanent cure for baldness

To the Media: Photographs, press materials and information about the Universal BS Detector Watch™ are available at: <http://www.bswatch.com/media/index.htm>. Promotional watches are also available. To receive a sample watch, please send your name, media affiliation, mailing address & phone number to info@bswatch.com.

For more information, contact: Judy Drosd, Irreverently Yours, LLC, 270-498-8966 or info@bswatch.com / <http://www.bswatch.com>

Joey Skaggs is available for interviews at: 212-254-7878 or info@joeyskaggs.com / <http://www.joeyskaggs.com>

