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October 2012

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NEWS

CastCoverZ! featured in Best-Selling Author's New Book

Stephen Key, author of One Simple Idea, features Annette Giacomazzi, founder and CEO of CastCoverZ!, in his new book, One Simple Idea for Start-Ups and Entrepreneurs.

SAN JOSE, CA (SEPTEMBER 2012) – The soon-to-be-released [McGraw-Hill](#) book, [One Simple Idea for Start-Ups and Entrepreneurs](#), by The New York Times' best-selling author Stephen Key, aims for its readers to learn from, use, and leverage successful entrepreneurs' best business practices. Stephen Key, founder of Invent Right and mega-bestselling author of *One Simple Idea*, and his business partner, Andrew Krauss, interviewed dozens of entrepreneurs who have been through the trenches, navigated the road blocks and detours, and uncovered short-cuts that will help anyone with a simple but great business idea. [CastCoverZ!](#) founder and owner, [Annette Giacomazzi](#), is one of the featured entrepreneurs. Giacomazzi said, "I am honored to be one of only seven featured entrepreneurs in Stephen's new book. Being included with the other successful entrepreneurs validates my vision and drive and, most importantly, the business best practices we've relied on as the backbone of my company."

Referring to an advanced copy, Giacomazzi continued, "The book tackles the ups and downs every entrepreneur experiences and is chock full of practical ideas, wisdom, resources and tips for anyone thinking about starting a company or in the initial stage of building a business. The secret to this book is Mr. Key talking about his own personal hurdles and challenges like a friend would over a cup of coffee. He provides spot-on insight and generous resources to help you build the business of your dreams. Even as a seasoned entrepreneur, I gleaned valuable nuggets of advice and steps I could implement, immediately, to grow my business to even higher levels of success."

CastCoverZ! offers [functional and fashionable products](#) designed to cover casts, orthotic walking boots, splints and braces, and was created in response to her daughter's sixth broken bone. Giacomazzi's journey with success is woven throughout the book. [One Simple Idea for Start-Ups and Entrepreneurs](#) is for anyone who wants to bring their idea to market themselves, taking the easiest, safest, fastest route possible. Anticipated release date for the McGraw-Hill book is November 5, 2012. For more information, visit <http://stephenkey.com/>.

About CastCoverZ!

CastCoverZ!™ is the leading global manufacturer, e-tailer and innovator of orthopedic soft goods. CastCoverZ! has been featured in Yahoo!, Good Day Sacramento, Entrepreneur, Parenting Magazine, About.com, Mom Invented, Orthopedic This Week, Lower Extremity Review, KidzWorld, Newsday, and many more. CastCoverZ! products are currently available at select orthopedic surgeon offices, pharmacies, or direct at www.CastCoverZ.com. CastCoverZ! ships world-wide.