

Will Second Anniversary of TSA Liquid Ban Inspire Storytellers? Six-word Story Contest Organizers The Cranky Flier and BottleWise Hope So

Air travelers invited to sum up their thoughts on liquid restrictions in exactly six words

Madison, WI – August 5, 2008 – Liquid restrictions in carry-on bags have left their mark on air travelers — changing everything from what they bring and how they pack to how much time and patience they need to get through airport security screening. With the two-year anniversary of the U.S. Transportation Security Administration imposed restrictions just five days away comes a contest from The Cranky Flier™ and BottleWise™ that invites travelers to sum up their thoughts or experiences with the restrictions. The catch? They have to do it in exactly six words.

The Cranky Flier, a popular award-winning air travel blog, and BottleWise™, maker of smart travel solutions for the culinary traveler, will award the person who writes the best story with a 4GB iPod® nano. Three runners-up will win a BottleWise Duo™ wine travel bag. Stories will be judged based on creativity and relevance to the theme. To participate in the contest, simply go to crankyflier.com and enter your six-word story. The contest runs through Aug. 15, 2008.

Contest rules and other details are posted on The Cranky Flier website.

Why Six Words?

Legend has it Ernest Hemingway responded to a challenge to write a six-word story with what he said was his best work: "For sale: baby shoes. Never used." In that spirit, The Cranky Flier teamed up with BottleWise to create a six-word story contest as a fun way to commemorate something that everyone who travels has an opinion on: the liquid restrictions in carry-on bags.

"This is a great way to commemorate the 2nd anniversary of something that does indeed make most fliers cranky," said Brett Snyder, author and editor of The Cranky Flier. "I'm glad we can try to have some fun with this."

The U.S. Transportation Security Administration (TSA) banned liquids from carry-on baggage on Aug. 10, 2006 after an alleged terrorist plot using liquid explosives was exposed. The restrictions were relaxed slightly a month later with the 3-1-1 rule, which allows 3 oz bottles, in a one-quart bag, one per passenger. As a result, everything from a bottle of wine to a typical bottle of shampoo exceeds the allowable liquid amount for carry-on bags.

BottleWise eliminates these challenges with an innovative travel bag that lets travelers safely transport two bottles of wine or other culinary treasures inside their checked baggage.

BottleWise Duo's patent-pending protection system features two padded liquid-tight Bot'IPaks™. These removable, padded bottle paks protect bottles during air travel and include a puncture-resistant, re-sealable liquid-tight liner that will safeguard luggage contents if a bottle ever breaks. All BottleWise products are Made in the USA and guaranteed for life.

“As a company that was founded in response to the current travel restrictions, we've heard countless stories about the challenges of traveling with liquids,” said Amy Dias, president of BottleWise. “With this contest, we expect to hear many more and can't wait to see how people express their creative commentary in just six words.”

Results of Air Travel Restrictions Poll

In March BottleWise conducted a poll to determine the effects of carry-on restrictions on wine drinkers' buying and travel practices. The poll asked attendees of the Washington DC International Food & Wine Expo what impact, if any, TSA restrictions have had on their wine buying habits when flying home from wine country or other destinations. Nearly one-fourth, 24.4%, said they no longer buy bottles of wine when traveling by air; 41.2% wrap bottles in clothing or bubble wrap and place it in their checked luggage; and 18.1% ask the winery to ship the wine directly to them. Only 10.4% reported no impact because they never travel with wine.

About Cranky Flier

Named the 29th Most Powerful Blog in the World by the UK's Observer Magazine, The Cranky Flier keeps travelers of all kinds informed with in-depth insight into the latest in the world of air travel. Author and Editor Brett Snyder's witty style and years of industry experience have earned him recognition as one of the premier bloggers covering the airlines.

About BottleWise

BottleWise was founded in 2007 by James and Amy Dias in response to the U.S. Transportation Security Administration's (TSA) travel restrictions that make it difficult for air travelers to bring home a couple bottles of wine, olive oil or other culinary indulgence. BottleWise eliminates these issues with the BottleWise Duo, an airline-friendly travel solution that keeps bottles safe inside checked luggage. Visit www.BottleWise.com.

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