



For Immediate Release

Contact: Eileen Connors
Cell: (504) 508-0796
Email: eileen@auroraeyoga.com

AURORAE EXPANDS SYNERGY YOGA MAT-TOWEL LINE
Demand for Patent Protected Yoga Mat-Towel Exceeds Expectations

Mahwah, New Jersey (July 15, 2012) – Auroraae Yoga has expanded its Synergy Yoga Mat-Towel Combination line from one to five colors due to the high demand of the product. Synergy is Auroraae's unique slip-free mat-towel combination that bonds Auroraae's eco-friendly, 5mm PER yoga mat with a lush, ultra-absorbent slip-free microfiber towel. Synergy was designed for those who practice hot yoga or who perspire while they practice.

Synergy is now available in the following colors: Lapis (royal blue), Sapphire (navy blue), Crown (purple), Wildness (green), and Energy (red.) This 5mm thick, 72" long yoga mat-towel makes it ideal for safety and comfort with the microfiber towel as the top surface, stitched to Auroraae's PER yoga mat as the bottom surface, eliminating the need to carry an additional towel to hot yoga practice. Synergy is machine washable, easy to care for, light weight, and durable. Retailing at \$59.95 and available on Auroraae's website, www.auroraeyoga.com, Synergy is US Patent Protected and also available through Amazon.com.

Auroraae is a family business founded in October 2009 by yoga student & successful entrepreneur, Dennis Ingui, that sells top reviewed yoga mats and accessories online through Amazon.com. As a cancer survivor, Ingui began practicing yoga for an outlet in his life to help build his body and develop inner peace of mind, on which the principles of Auroraae were founded. Auroraae received the STELLAService Award of Excellence in 2011.

###

For more information about Auroraae, or to schedule an interview with Dennis Ingui, please call Eileen Connors at (504) 508-0796 or e-mail Eileen at eileen@auroraeyoga.com.