



LUXURY CARDBOARD CAMPING AT FESTIVALS PROVING A HIT DURING CREDIT CRUNCH

After a successful first year, selling out at 8 from a total of 10 festivals, myhab is aiming to reach even more festival goers in 2009, adding their funky myhabs to top festivals as The Isle of Wight, The Big Chill, Creamfields and many more. (see complete list below.)

In the current climate, demand for myhab's luxury camping is surpassing expectations after selling out for T in the Park in less than 5 minutes.

Director James Dunlop says "we are extremely pleased by the demand for our myhabs, this is not only great news for us but also the entire festival industry. It highlights that people are still spending their money on live music and luxury products like myhab, even during these economic times."

MYHAB the cool new place to crash at festivals. Lovelier, Cosier, Greener!

Let's face it, tents aren't great. Every year at festivals, they're abandoned – unwanted and unloved – left to a long slow death in a landfill somewhere....rubbish.

This brand new luxury festival accommodation service is green, affordable and hassle free. So if you're looking for a great alternative to a soggy tent miles from the action, myhab could be just the ticket.

Made from ultra tough recycled plastic and water proof cardboard every bit of these new cool two-person living spaces comes from within the UK. Check in to myhab and say hello to hassle free camping! Arrive at the festival to find your own myhab ready and waiting for you. Easy.

The benefits:

- **Affordable luxury!**
- **Comfy** – king sized soft foam bedding to ensure the hours you catch are blissful
- **Eco-friendly** – made with recycled parts that get recycled again
- **Cool days and dry nights** – a door at each end allows air during the day and the raised base keeps the nights damp free.
- **Lockable box** - with your own personal safety deposit box too
- **A light..**for the night. **A mirror...**for the morning.
- **Access to exclusive hot showers and spotless loos**
- **24 hour help** – from the myhab crew on-site
- **Personalised** – avoid stumbling embarrassingly into the wrong myhab, personalise your own with a nickname, character or message when you book online.

myhabs start from as little as £235 (for two) for the entire festival.

The making of myhab...

James Dunlop, 25, came up with the idea for myhab as a student at Bristol UWE. He noticed that several thousand tents were abandoned at festivals each year. Not only did this mean a shed load of clearing up to do for the organisers, but it also meant **tons of un-recyclable rubbish** ended up in landfill after each event.

James' solution: a **reusable/recyclable, luxury accommodation service** for festival-goers, as an affordable, green alternative to shivering in and then abandoning a soggy tent.

James won the prestigious New Designers award (2006) which gave him the confidence to turn his idea into a business.

After much planning and consideration James decided to seek funding in the city. In a Dragon's Den style situation, James pitched his idea to city firm MINT who offered him investment to realise the business. . .

The myhab service saves festival-goers the hassle of taking and pitching a tent (if they can find a decent spot). And it helps the organisers by reducing the number of orphaned tents they need to get rid of. myhab is affordable, green, luxury and, dare we say it, pretty darn cool.

For more images / interviews / info please contact: more@myhab.com; 020 7637 1237. Please also refer to myhab.com.

Full list of festivals in 2009:

- Guardian Hay Festival
- Download
- Isle of Wight Festival
- T in the Park
- Oxegen
- Wakestock
- Relentless NASS Festival
- Sonisphere
- Big Chill
- Reading
- Leeds
- Creamfields
- Electric Picnic
- End of the Road
- Beachdown