

**Fashion First: Built By Wendy and 1800wheelchair.com Partner to
Launch Stylish Poncho for Wheelchair Users**
Hip New York Label Delivers Classic Style and Functionality to Mobility Market

Brooklyn (October 9, 2009) -- Shouldn't great style be available to everyone? 1800wheelchair.com and Built by Wendy today launched the Built by Wendy Wheelchair Poncho, a limited edition outerwear garment both men and women can wear with pride.

"Today, most things in our lives are well-designed: potato peelers, baby strollers and even garbage cans. Apparel for wheelchair users should also be stylish," said 1800wheelchair.com Founder and President Joseph Piekarski. "I've been selling medical supplies for over 10 years now and, frankly, most of the items we sell are ugly. Their design hasn't changed in years. We've been working to introduce well-designed products to the medical supply market, and our new poncho created with Built by Wendy's Wendy Mullin is something I'm very proud of."

This unique fashion collaboration updates the traditional wheelchair poncho with the clean lines and classically preppy American styling that's made Built by Wendy a favorite among fashion insiders, artists and celebrities from Sofia Coppola to James Franco and Amy Sedaris.

Created with a wheelchair user's needs in mind, the medium-weight unisex outerwear garment in water-repellent cotton twill is designed to slip easily over the head and belt comfortably at the waist. The poncho offers a longer front for ample leg coverage and a shortened back for seated comfort and features a rain hood and trench coat-inspired details.

Far from its first foray into product design, 1800wheelchair.com has worked with renowned designers such as Philippe Starck and Michael Graves to create stylish, yet functional products for the medical supply market.

The Built by Wendy Wheelchair Poncho is available exclusively at 1800wheelchair.com. For pricing and purchasing information, visit:
<http://www.1800wheelchair.com/product/4190/built-by-wendy-poncho>.

About the Designer

Wendy Mullin is one of New York's most established independent fashion designers and the driving force behind the Built by Wendy line of clothing and accessories. She is also a successful businesswoman, published author and a sought after creative consultant. She owns two retail stores and a wildly popular online shop; she penned two of the top selling home sewing books on the market (with a third book out in 2010), and she has lent her expertise and creative insight to many high profile projects over the years. Built by Wendy has long been considered a hidden gem to fashion insiders. www.builtbywendy.com

About 1800wheelchair.com

Founded in 1998, 1800wheelchair.com in online medical equipment sales offering more than 2,000 products in 100 different categories. Our extensive one-to-one customer service network strives to deliver the right products at the best price. Today, the company has access to inventory in over 25 warehouses around the country and has serviced over 150,000 customers. www.1800wheelchair.com

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