



## **Lancetta's C-Car Now Available to 180,000 Merchants Through DollarDays - Start-up Lancetta's Car Finder Finds Access through DollarDays**

*Texas based start-up Lancetta, Inc.'s first product, the C-Car car finding key chain, has been selected by DollarDays International, a Phoenix based wholesaler with more than 180,000 merchant clients in the U.S. and internationally, for wholesale distribution.*

Austin, TX / Phoenix, AZ ([PRWEB](http://PRWEB)) February 21, 2005 -- Released less than six months ago, the C-Car is simple to use and designed to help shoppers and others find their vehicles in crowded parking lots. Shoppers, outdoor sports enthusiasts, teachers, Boy and Girl Scouts, hikers, campers and many others appreciate the high impact plastic construction, simplicity of use and affordable price of just \$4.95 MSRP.

The key chain fits easily in a pocket or handbag and operates without batteries, electricity, antennas, or Global Positioning Systems (GPS's). Using simple magnetism, and the earth's magnetic field, the patent-pending C-Car records relative positioning and direction between any two objects and enables the user to easily return to the original location.

"We are very excited by the opportunity to work with DollarDays International. DollarDays provides us access to small retailers we would otherwise not be able reach, enables us to leverage their credit facilities across small merchandisers, and provides us with continuous presence on their web site which has hundreds of millions of page visits by merchandisers per year," said Spokesperson Michael Romanies

About Lancetta, Inc.

Lancetta, Inc., [www.Lancetta-inc.com](http://www.Lancetta-inc.com) located in Austin, TX, is a product development company comprised of experienced scientists, technologists and marketing executives focusing on the development of low cost consumer products. Lancetta is currently expanding and welcomes investment, distribution and representation inquiries.

Contact:

FUEL Marketing and Sales  
Michael Romanies  
[m2romanies@att.net](mailto:m2romanies@att.net)  
(512) 970-2694

About DollarDays International

DollarDays International is a premier online wholesaler that helps small businesses to compete against larger enterprises by offering more than 25,000 high-quality goods at prices close to those at which large chains purchase. A support system for entrepreneurs, DollarDays International helps small stores to compete with big chains more closely on both selection and price. At [www.dollaradays.com](http://www.dollaradays.com), small storeowners can order their goods - ranging from decorative items and clothing to personal care products and greeting cards -- as well as employ various proprietary technologies to instantly create seasonal departments and marketing materials. DollarDays sells its products by the case and many cases are of small quantities, which are preferred by small retailers. DollarDays International helps its customers to select those items, both seasonal and everyday, which sell quickly to promote both a higher inventory turn and better margins. DollarDays can be found at [www.DollarDays.com](http://www.DollarDays.com).



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**Contact Information**

**Mike Romanies**

Lancetta, Inc.

<http://www.lancetta-inc.com>

512 970 2694

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