

## FOR IMMEDIATE RELEASE

### **AbsolutelyNew's Flying Alarm Clock Takes Off On QVC:**

*Inventor reaches new level of success*

November 2007: AbsolutelyNew, Inc., a leading [consumer products company](#) focused on bringing the world's most [innovative products](#) directly from [inventors](#) to [consumers](#), proudly announces that their Flying Alarm Clock, licensed from an independent inventor, was featured on QVC, a cable TV channel available in 166 millions homes worldwide.

This fun but effective clock virtually eliminates the possibility of sleeping through an important meeting or school, or missing a flight. When the alarm sounds, it spins a propeller into the air, which makes you get out of bed, find, retrieve, and replace it to silence the alarm.

“We love helping inventors sell their products and we’re always happy when they sell well on QVC,” said Bill Freund, Vice President of Marketing for AbsolutelyNew. “But we sell inventions everywhere, and now the Flying Alarm Clock is flying off the shelves of retail stores, too. Rite-Aid, one of the leading drugstore chains in America, just started selling them and we’re just getting started,” continued Freund.

#### About AbsolutelyNew

Based in San Francisco, CA, AbsolutelyNew is a venture capital-backed, consumer products company that specializes in bringing products from inventors to the world market through consumer, business, and government channels. AbsolutelyNew focuses on individual product categories including house wares, tools and hardware, automotive, and many specific science and technology categories. The company currently has numerous products sold through nationwide retailers.

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