

FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses New Product to Wilson Sporting Goods Co.

After more than a decade, inventor realizes his dream

December, 12, 2007 -- SAN FRANCISCO -- AbsolutelyNew, a rapidly emerging consumer products company that develops innovative products from independent inventors and sells them to leading retailers and manufacturers, just licensed one of its products to Wilson Sporting Goods Co. The product, invented by Erven Erickson, automatically sets volleyballs, and will be manufactured and sold by Wilson Sporting Goods Co. starting this Spring.

In 1994, Erv watched his sixth-grade daughter excel in volleyball when she practiced with the high school team. He also watched the girls struggle to set the balls properly. So he decided to invent a machine that would set the balls perfectly, automatically. Erickson tinkered with many iterations before he finally produced a working version. In 2003, after almost 10 years, he received his patent, and he started hand-making the machines, with the help of his son Curt. Soon, his wife and six children were helping out, too. But the effort of attending tradeshow, trying to sell them one at a time, and making each one by hand begin to wear them out.

“When I first received my patent, I received letters from several companies offering various forms of assistance. I received a letter from AbsolutelyNew but I thought I wanted to do it on my own. Later, when I realized that I could use help, they called and offered me the possibility of selling many more units nationwide. My interest was piqued. I went to their headquarters in San Francisco and decided to utilize their services. When Doug Lee, our licensing manager, took a personal interest in my invention, things started to happen. Now, it’s part of the Wilson Sporting Goods line,” said Erickson.

“Wilson Sporting Goods is the world’s leading manufacturer of ball sports equipment, so we knew they were the ones who should manufacture Erv’s invention, said Richard Donat, AbsolutelyNew’s CEO. “Our product licensing team wouldn’t settle for less than the best and worked tirelessly to accomplish this big deal for Erv.”

According to Karen Jackson, Business Manager for Wilson Sporting Goods. Co., “Wilson Sporting Goods Co. continues to lead the industry because we’re always looking for new and innovative ways to improve sports equipment. We were very impressed by Erv’s invention and the way AbsolutelyNew presented it to us. And we’re glad to help this inventor realize his dream.”

About AbsolutelyNew

AbsolutelyNew, headquartered in San Francisco, is a rapidly emerging venture capital backed consumer products company that develops inventions from independent inventors and sells them to leading retailers and manufacturers. The company’s diverse products, span a wide range of categories, and can be purchased in stores, in catalogs, and on TV. For more information, please visit www.absolutelynew.com.

About Wilson Sporting Goods Co.

Chicago-based Wilson Team Sports Company, a division of Amer Sports, is one of the world's leading manufacturers of sports equipment. The company designs, manufactures and distributes advanced equipment that helps players improve performance. Wilson's core categories include Football, Basketball, Baseball, Softball, Bats, Volleyball, Soccer, Youth Sports, Uniforms/Apparel, Golf, Footwear, and Racquet Sports (Tennis, Racquetball, Squash, Badminton and Platform Tennis).

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