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AbsolutelyNew Launches Amazing Inventions at 2008 International Home + Housewares Show

SAN FRANCISCO (March 10, 2008) – AbsolutelyNew, a next generation consumer products company focused on bringing the best inventions from independent inventors to market, unveils its new strategy to license, manufacture and distribute inventions from independent inventors, with the launch of AbsolutelyNew branded products at the 2008 International Home + Housewares Show, March 16-18, at McCormick Place Convention Center, Chicago, Ill booth #N6546.

“In today’s marketplace the need for product innovation is increasingly apparent, and there is a vast wealth of ideas inspired by independent inventors,” said Richard Donat, CEO AbsolutelyNew. “At AbsolutelyNew our whole business is invention focused, relying exclusively on independent inventors for ground-breaking new products. We commit to delivering success by taking a personal stake in patent assistance, licensing, manufacturing and bringing our inventor’s products to market.”

AbsolutelyNew will be showcasing products in all of the expo categories: clean + contain, dine + design and wired + well. Product highlights include the BackSling and the Side Sleeper Pillow, both licensed from independent inventors. There will also be a live demonstration of the Spiral Hot Dog Cutter with free, 100% all beef hot dogs for attendees.

Spiral Hot Dog Cutter

Terry Johnson was making hot dogs for lunch while playing “Mr. Mom” to his kids one afternoon. Hailing from the Chicago area, the unofficial hot dog capitol of the world, Johnson challenged himself to make the typical hot dog look and taste better. He knew

the natural sugars in meat caramelize and brown when exposed to high heat. Calling on his culinary background, Johnson realized he could create explosive flavor by increasing the hot dogs' surface area allowing for more caramelization. He cut the hot dogs in a spiral fashion and watched them unwind as they cooked. The spiral cut dogs became an instant favorite among his children, family and friends. As the demand for his spiral dogs grew, Johnson quickly realized the need for a device that could perform this special cut with ease.

Johnson developed a product rendering and set out to find an invention development company that could produce it. Johnson faced what seemed like endless dead ends. After overcoming financial and manufacturing hurdles, the next obstacle was securing a licensing deal.

"I researched numerous invention marketing companies before deciding on AbsolutelyNew," said Johnson. "I did my due-diligence and felt comfortable trusting my invention to them. My experience with AbsolutelyNew has been most professional with a hint of family."

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BackSling

Invented by Missouri resident Nancy Ellis, and endorsed by the Logan University Chiropractic College, the BackSling ergonomic chair support cushion easily attaches to most chairs to provide substantial lumbar support. The idea struck Ellis one cold Sunday at church when she threw her coat over the back of her chair and sat down; surprised by the amount of support her coat provided, Ellis came up with the idea for an invention that would alleviate back pain caused by improper posture when sitting. Ellis drew on her experience as a seamstress to develop the initial prototype. The path to commercialization was treacherous and Ellis faced several trials and tribulations. After two failed licensing attempts, Ellis was approached by AbsolutelyNew.

“Finding a responsible invention services company that would invest their resources in my product’s success was difficult, to say the least. When I was approached by AbsolutelyNew it was like a breath of fresh air. They made me an attractive offer,” said Ellis. “The other invention licensing companies failed to walk their talk; AbsolutelyNew has.”

Since licensing the product, AbsolutelyNew has invested in research and development to finalize the product design. The finished product will be showcased at the Home + Housewares show to attract interest from national retailers.

Side Sleeper Pillow

Dr. Paul Mettler, Illinois resident and physical therapist, specializes in the treatment of headaches and TMJ/TMD. Mettler identified the need for a pillow that optimally supports the head, neck, jaw and shoulder during sleep. He started working on a pillow design that would relieve stress and transform sleep into a restorative experience. Mettler received his patent in 2000 for the Side Sleeper Pillow, ideal for patients with TMJ/TMD, headaches, shoulder pain, arthritis, snoring and who love to sleep on their side. The pillow keeps the shoulder from being hunched up to the ear, and provides full support for the entire neck and jaw.

“AbsolutelyNew has a great reputation for commercializing innovative inventions,” said Mettler. “When it came time to choose a licensing firm, I wanted to go with the best. I am impressed with the diligence they’ve displayed in licensing and bringing my product to market, and delighted they will be showcasing it at the Home + Housewares show.”

Other inventors’ products featured at the AbsolutelyNew booth include the Can Guard, Can Catcher, Fan Fold, Cooler Cubbie, Trimmer Trolley, Hand Mouse, Rake Up, Safe Bath and French Wrap.

For images, more information or to schedule an interview, please contact Alyssa Wagner, AbsolutelyNew, awagner@absolutelynew.com or 415-865-6200 x. 1132.

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.

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