

**FOR IMMEDIATE RELEASE**

## **AbsolutelyNew Licenses Wrist-Relief Glove to Global TV Concepts**

**SAN FRANCISCO (May 19, 2008)** – AbsolutelyNew Inc., a next generation consumer products company focused on bringing the best products from independent inventors to market, has secured a licensing deal for independent inventor Dr. William Ruch. The Wrist-Relief Glove will be manufactured and distributed by Global TV Concepts, LTD.

Ruch, a chiropractor in Oakland, CA and longtime sufferer, developed the Wrist-Relief Glove to alleviate pain in the wrist and hands caused by tightened, compressed muscles. Ruch recognized the need for a product that lengthens the muscles in the hands and wrists that become shortened and dense from repetitive daily tasks like typing on the computer. The Glove provides a passive method of stretching the muscles of the fingers and hands gently.

"I spent a long 12 years developing the device," said Ruch. "I encountered several road blocks from sourcing materials, to finding the right seamstress, to finding supporters who would take the product seriously as a therapeutic intervention. AbsolutelyNew was the first company to approach me that took my invention seriously and saw real potential."

AbsolutelyNew secured a licensing deal in less than six months. During the licensing meeting, Laurie Braden, president of Global TV Concepts, who suffers from Carpal Tunnel Syndrome, wore the Wrist-Relief Glove and was amazed by the product's immediate results.

"Laurie immediately felt the glove stretch her fingers and wrist and create a noticeable difference," said Debbie DaSilva, product development manager, Global TV Concepts. "Our target audience suffers from Carpal Tunnel Syndrome and similar afflictions; we felt the Wrist-Relief Glove was a simple, viable solution. Our interest was also piqued knowing there was a doctor behind the product."

This is the fifth product that AbsolutelyNew has licensed to Global TV in the last few years. All of them have come from independent inventors. "Our powerful marketing material gets inventions noticed, and our strong relationships get them licensed," said Richard Donat, AbsolutelyNew CEO. "From the huge invention database that we've built over the years, we are able to provide companies with a constant stream of innovative products. And many are returning to us again and again."

### **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 through 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](http://www.absolutelynew.com).

**Contact:**

Bill Freund

VP of Marketing

AbsolutelyNew, Inc.

[bfreund@absolutelynew.com](mailto:bfreund@absolutelynew.com)

415-865-6200 x1104

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