



FOR IMMEDIATE RELEASE

AbsolutelyNew Hits Nail on the Head with Innovative Nail Driver™

Inventor builds on father's inventing legacy after 15 years of tinkering

SAN FRANCISCO (September 17, 2008) – AbsolutelyNew, Inc., a next generation consumer products company that brings independent inventors' best ideas to market, has signed an exclusive licensing and manufacturing deal with inventor Andres Nemeth of Davies, FL. The company will start producing his breakthrough Nail Driver™ this fall in order to get it on store shelves nationwide in early 2009.

The Nail Driver makes picturing-hanging a breeze. Simply insert a nail and give a one-handed push – the spring powered Nail Driver embeds each nail the correct, pre-set depth into drywall. This means:

- Perfect picture-nail nailing every time
- No more accidentally hammered fingers
- No more unintended wall marks

Nemeth first started tinkering with hammer alternatives 15 years ago, after repeatedly hitting his thumb while installing a new roof. Then, a few years ago, the idea for the Nail Driver suddenly came to him. He fashioned his first working prototype using pieces from disposable pens, motorcycle parts, a refrigerator magnet, and paperclip holders. He patented his creation in 2007.

The son of an inventor, Nemeth planned to single-handedly take his breakthrough product to market. He created a demonstration video, and spoke with potential manufacturers in China. The discussions were exciting, but as they went deep into the production and supply chain processes, Nemeth concluded he would be better off seeking outside help. He partnered with AbsolutelyNew.

"My father was always building things in his workshop, and created two inventions. I wanted to put something out there too, to do something just like he did," said Nemeth. "AbsolutelyNew has done an excellent job, and has really been there for me, helping me to follow in my dad's footsteps."

"We're excited to bring the Nail Driver to market in early 2009," said Richard Donat, AbsolutelyNew's CEO. "Given its ease, convenience, and safety, our key contacts at major home and hardware retailers believe this hammer alternative has a place in almost every household."

About AbsolutelyNew, Inc.

Headquartered in San Francisco, AbsolutelyNew is a consumer products company that finds and drives to market the most innovative goods from the world's inventors. The company's team of 80+ employee experts has helped thousands of inventors bring their ideas to life. Products in the company's portfolio span a wide range of categories, and can be purchased in stores, in catalogs, online, and on TV. AbsolutelyNew is privately held, with venture capital backing from Artiman Ventures. For more information, please visit www.absolutelynew.com.

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