



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses HalfStaff Flag Lapel™ Pin

Draftsman designs a new accessory to honor fallen Americans

SAN FRANCISCO (September 24, 2008) – [AbsolutelyNew](#), Inc., a next generation consumer products company that brings independent inventors' best ideas to market, has **secured a licensing deal for inventor** Lance Ferguson of Tucson, AZ. His HalfStaff Flag Lapel™ Pin will be manufactured by Williams Jewelry & Manufacturing Co.

The HalfStaff Flag Lapel Pin offers people **an easyto wear way to show respect and patriotism** during a time of tragedy. As its name suggests, the pin features the U.S. Stars & Stripes at halfstaff, with a gold border around the flag.

No previous flag lapel pin design has featured the U.S. flag in a partially raised position of mourning.

The inventor, a civil draftsman who specializes in making maps, came up with the idea for his pin in the weeks after the September 11, 2001 tragedy. Flags around the nation were flying at halfstaff, yet Ferguson noticed everyone on television wearing lapel pins featuring what looked like ordinary U.S. flags. He felt the lapel pins could be **improved to better serve the sentiments of the time**. Later tragedies, including local ones, increased his determination to develop his pin. Ferguson secured a U.S. **design patent** for his idea in May 2007.

The wouldbe inventor had little interest in manufacturing his creation. So after exploring and considering a number of options, he asked AbsolutelyNew to pursue licensing opportunities for him. "AbsolutelyNew struck me as an upright firm... and they have delivered," he said.

"We genuinely wish there was no need for this product," said Richard Donat, AbsolutelyNew's CEO. "However, recognizing that the need is occasionally real and of great consequence, we are pleased to advance this pin that pays quiet tribute to our fallen and our nation."

About AbsolutelyNew, Inc.

Headquartered in San Francisco, [AbsolutelyNew](#) is a worldclass 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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