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AbsolutelyNew Licenses TreeEZwater™ Watering Assistant

Actress turned inventor saves Christmas with automatic tree watering device

SAN FRANCISCO (August 27, 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 Melinda Merryweather of La Jolla, CA. The company will start selling her TreeEZwater™ Christmas tree watering assistant during the 2009 holiday season.

The TreeEZwater™ addresses a holiday problem nearly as old as Santa Claus – keeping the Christmas tree stand full of water without the difficulties of regularly crawling under the tree and facing its prickly branches. It enables people to hydrate their trees from a standing position, via a funnel system that can be filled manually or set to dispense water automatically as needed from a container. The regular watering also helps a tree last longer, and can reduce fire risk.

The original TreeEZwater™ received its U.S. patent in 2005.

Hailing from a large family with a tradition of selecting a fresh evergreen each Christmas eve, Merryweather was saddened to hear of more and more people switching to fake trees because of the difficulties of maintaining fresh ones. "You just don't get the real smell, the real Christmas experience," she lamented.

Despite no formal engineering training, the grandmother and actress fashioned her first solution from funnels, rubber bands, and sprinkler system piping. She briefly sold her creation via a catalog company, but soon realized after a conversation with The Home Depot that she didn't have the ability to meet retailer and consumer demand.

"I was delighted because I had solved one of the biggest bugaboos in my life," said Merryweather. "But the Next Step was just not my thing. I could never have done it by myself." The catalog company she had been selling to first recommended she contact AbsolutelyNew.

"We see the TreeEZwater™ under many Christmas trees in the future," said Richard Donat, AbsolutelyNew's CEO. "We look forward to selling this ingenious product on behalf of the inventor, year after year, for many holiday seasons to come."

The TreeEZwater™ is Santatested and approved, and recommended by 9 out of 10 elves for use with a variety of trees and plants beyond the Christmas varieties.

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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