



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses The Headache Reliever™ Treatment Band

Neurologist and spacecraft designer create drug-free remedy for tens of millions

SAN FRANCISCO (October 21, 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 inventors Dr. Stephen Landy of Memphis, TN and Brand Griffin of Huntsville, AL. The company will start selling their invention, The Headache Reliever™ band, in early 2009.

True to its name, The Headache Reliever™ is **clinically proven to reduce tension and migraine headache pain without drugs and their side-effects**. It does this via:

- A pressure band that gently compresses blood vessels
- Reusable, microwavable hot packs that relax muscles
- Reusable, freezer-friendly cold packs that cool and constrict blood vessels

Inventor Landy, a board-certified neurologist and clinical professor at The University of Tennessee School of Medicine, came up with the invention idea after observing patients with severe headaches supplementing their prescribed painkillers with various homemade wraps and hot and cold compresses. He found scientific research to support what they were doing, and then sought to bring the best drug-free remedies together in one simple treatment device.

The doctor connected with Griffin, a NASA spacecraft designer, to develop a working prototype designed in every way for effectiveness and ease-of-use.

More than 50 million people in the U.S. suffer from tension and migraine headaches. But the inventors started small, testing the invention with a few of Landy's patients. Landy's subsequent clinical studies, finding significant improvement in patients with severe headache pain, were published in the [Archives of Family Medicine](#) and [Headache Quarterly](#).

"The Headache Reliever™ is awesome – it provides safe, effective, non-pharmacological therapy and relief in a cost-effective way," said Landy.

The two inventors received multiple patents for The Headache Reliever™ in 2002 and 2003. They started to produce the invention on their own, but then chose instead to partner with AbsolutelyNew. "We understood the product but we didn't have an understanding of the necessary business components," said Landy.

“We’re excited to launch The Headache Reliever™ as part of our broader push into the Health & Wellness space,” said Richard Donat, AbsolutelyNew’s CEO. “We believe this invention has huge potential given the population in need, the trend to alternative therapies, and the highly compelling results of Dr. Landy’s clinical studies.”

The Headache Reliever™ will be available nationally by Spring 2009.

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.

Contact:

Jeremy Milk
Director of Marketing Communications
AbsolutelyNew, Inc.
jmilk@absolutelynew.com
415-865-6200 x 1139

#