



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses Wrench Caddy™ tool organizer and carrier

Inventor hit by design inspiration during daily 30-mile commute

SAN FRANCISCO (November 6, 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 Larry W. Barbrow, Sr. of Chilhowie, VA. The company will start selling his Wrench Caddy™ in Spring 2009.

The Wrench Caddy™ **addresses a problem as old as the toolbox – how to keep a collection of wrenches organized and accessible.** Barbrow's invention tackles this problem by way of a molded plastic bar with divots and rubber teeth that nestle and securely hold the open ends of up to nine wrenches. This provides:

- **Organized wrenches** at the ready, whether stored in a toolbox or drawer, or hung together on a hook
- **Easy access** without extra clasps, straps and cases
- **Ergonomic portability** via a plastic comfort grip

A seasoned maintenance engineer, Barbrow got tired of routinely searching his toolbox to unearth the right wrench for any given task. So one day he took inspiration from the quote "necessity is the mother of invention" and set out to create a new solution. His first attempts didn't work. But weeks later, halfway through his daily 30-mile commute, the design for The Wrench Caddy™ suddenly came to him.

The inventor knew he was "on to something" when people at his office, including other maintenance engineers, wanted to keep his early models for their own use.

Barbrow patented his Wrench Caddy™ in 2001. He decided to license it to AbsolutelyNew after spending several years thinking about how best to advance it. "I'm incredibly psyched to think my invention will be in hardware stores around the U.S. and will help so many people organize their toolboxes," he said.

"We're making a concerted effort to drive innovations throughout the hardware channel," said Richard Donat, AbsolutelyNew's CEO. "The Wrench Caddy™ is an excellent invention that fits perfectly with this aim, and we're pleased to work closely with the inventor and our hardware retail partners to bring it to market."

The Wrench Caddy™ will sell as a complete, organized set including nine forged carbon steel wrenches. AbsolutelyNew plans to start shipping it to hardware stores nationally by Spring 2009.

Product photos and inventor interviews available upon request.

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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