



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses AquaHub™ watering and conservation device

Inventor saves plants and water with six-line irrigation tool

SAN FRANCISCO (December 9, 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 Tim Tomlin of Denver, CO. The company will start selling his AquaHub™ watering control hub in Spring 2009.

The **AquaHub is like a customizable power strip + surge protector for watering** outdoors—connect it to a standard garden hose to convert one simple water outlet into six irrigation outlets that can each be set differently. This means:

- **Effective pinpoint watering** of up to six separate areas
- **Precise water flow management and conservation** via twist-control valves on each outlet
- **Easy water sourcing** from a single faucet hose-line

A newspaper pressman who works nights, inventor Tomlin grew tired of spending his precious few daylight hours moving the sprinkler from one part of his yard to another to water different plants. Determined to make better use of his time, he fashioned hose, piping and valves to create an effective, new solution.

Tomlin fine-tuned his design and then patented the AquaHub in 2004.

He partnered with AbsolutelyNew to handle the business of making and selling the invention. "I didn't want to do it on my own," he said. "It's a big chore. And I wouldn't know where to start."

"The AquaHub saves plants and water, and people's time," said Richard Donat, AbsolutelyNew's CEO. "We believe this need-driven invention deserves a place in Lawn & Garden centers across the nation, and we look forward to working with our retail partners to get there."

AbsolutelyNew will start shipping the AquaHub by Spring 2009.

Product images 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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