



**FOR IMMEDIATE RELEASE**

### **AbsolutelyNew Names 3M Vice President to Advisory Board**

**SAN FRANCISCO (January 13, 2009)** – AbsolutelyNew, Inc., the consumer products company that brings independent inventors' best ideas to market, has appointed Mark Copman, [3M](#) Company's Vice President for Corporate Development and Mergers & Acquisitions, to its Advisory Board.

Copman currently leads 3M's mergers and acquisitions function and advises 3M's senior executives with respect to corporate development matters and strategic transactions.

"Mark brings extraordinary experience, judgment and scientific savvy to the AbsolutelyNew team," said Richard Donat, CEO of AbsolutelyNew. "We believe his strengths will make our Advisory Board significantly stronger, which will in turn make the entire AbsolutelyNew organization a more powerful champion of innovations."

"AbsolutelyNew offers a novel approach to innovation, and I am pleased to be a new member of its Advisory Board," said Copman.

The AbsolutelyNew Advisory Board meets quarterly to provide strategic guidance and counsel to the company's senior management. Other members include Myra Hart, a retired Harvard Business School professor and founder of [Staples](#), and Ray Brown, a former vice president of retail at [Sears](#) and Kmart.

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$25 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries.

Copman holds BS degrees in Mechanical Engineering and Political Science from The Massachusetts Institute of Technology and an MBA from Harvard Business School.

#### **About AbsolutelyNew, Inc.**

AbsolutelyNew is a consumer goods company that finds and drives to market the most innovative products from the world's inventors. The company's team of 80 employees 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. Headquartered in San Francisco, AbsolutelyNew is privately held, with venture capital backing from Artiman Ventures. For more information, please visit [www.absolutelynew.com](http://www.absolutelynew.com).

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