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## **AbsolutelyNew Licenses Long Woody™ Skateboard**

Inventor's innovative longboard enables tool-free adjustments and better rides

**SAN FRANCISCO (February 11, 2009)** – [AbsolutelyNew](#), Inc., the consumer goods company that brings independent inventors' best ideas to market, has secured a licensing deal for Erick Kirkland of Laguna Beach, CA. His Long Woody™ skateboard will be manufactured and sold by Alliance Board Sports of Escondido, CA.

For longboarders—who prefer “cruising” and “carving” streets rather than jumping obstacles like their friends on regular skateboards—the **Long Woody offers step-change improvements in convenience, safety and board control:**

- **Enables tool-free wheel adjustment** via an ingenious control knob, whereas longboarders have until now had to use tools to make on-the-road adjustments to their “trucks” depending on the terrain and desired ride.
- **Eliminates common longboarding injuries** from falling on the tool in their pocket, as the boarder no longer needs to carry a tool for adjustments.
- **Offers improved board control** via axels that rotate further for a better turning radius.

The 54-year old Kirkland, who has long enjoyed skateboarding as a release from the stresses of his 20+ years in the semiconductor industry, grew tired of carrying a tool in his pocket on each ride—they were at best uncomfortable, and at worst painful when he fell and landed on the tool. So the inventor called upon high-tech engineering contacts to help him to reinvent the longboard truck design.

Kirkland initially named his creation the Nuclear Pickle, and patented it in 2001.

The inventor reached out to AbsolutelyNew to help get his product into stores after another company failed him. **AbsolutelyNew aggressively marketed his longboard to top manufacturers before ultimately facilitating a licensing agreement** with Alliance, which had been looking to introduce a “best of the best” longboard and felt Kirkland's design perfectly fit its product line needs, said Alliance's Laurence LaHaye.

Alliance plans to formally introduce its Long Woody at Fall 2009 tradeshow, and expects to start shipping immediately afterwards to key retail accounts including big box players, Dick's, Sports Chalet, Hibbetts, MC Sports and Scheels.

“We’re pleased to help another breakthrough product reach the market,” said Richard Donat, AbsolutelyNew’s CEO. “Now we look forward to its successful launch, as well as the possibility of advancing additional sporting goods products with Alliance.”

“[The AbsolutelyNew] guys are pros who totally pulled this together, and seeing my longboard in stores is going to be very rewarding,” said inventor Kirkland.

**About AbsolutelyNew, Inc.**

AbsolutelyNew is the consumer goods company that finds and drives to market the most innovative products from the world’s inventors. The company 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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