



*FOR IMMEDIATE RELEASE*

## **AbsolutelyNew shows the world 30 breakthrough inventions**

Company grows sales and distribution of recently launched innovations

**SAN FRANCISCO (March 25, 2009)** – [AbsolutelyNew](#), Inc., the consumer goods company that brings independent inventors' best ideas to market, this week formally unveiled 30 innovative new products at the renowned International Housewares Show in Chicago.

Among the patent protected goods it showcased to retail buyers and manufacturers from around the world, spanning an array of product categories:

- **Stretch-Grip™ pliers** bring traditional and craft pliers into the modern era with an ergonomic scissor-grip for precise control, comfort and safety.
- **ShowerBow® shower space expander** curves a shower curtain on demand for more space without curtain cling.
- **KnobLight™ motion sensor light** attaches to doorknobs to illuminate a room for safety and security.
- **The Power Leash™ system** marries the pet leash with hand weights so dog walkers can exercise while they walk.
- **TreeEZwater® Christmas tree watering assistant** enables people to keep their Christmas and other indoor trees hydrated with ease.

The company said original, innovative products continue to generate significant demand in today's down economy, and announced that it is experiencing increased sales on a number of its recently launched goods. Two examples:

- **Side Solution™ Pillows**. After selling out minutes into its QVC debut, the inventive pillows are now available at [Target.com](#), [Sears.com](#), Solutions and Amazon.com. They also earned "Mommy Must-Have" recognition from leading parenting website [Kaboose.com](#).
- **The Headache Reliever™ treatment band**. The non-pharmacological band has reached [Target.com](#), [Hammacher Schlemmer](#) and Amazon.com.

"Time and time again, America has innovated its way out of difficult times," said Richard Donat, AbsolutelyNew's CEO. "We're pleased to do our part by ushering meaningful inventions into the marketplace and giving them the opportunity to drive sales that are good for inventors, retailers and the nation as a whole."

**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 its 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).

**Contact:**

Jeremy Milk  
Director, Marketing Communications  
AbsolutelyNew, Inc.  
[jmilk@AbsolutelyNew.com](mailto:jmilk@AbsolutelyNew.com)  
415-865-6200 x 1139

# # #