



FOR IMMEDIATE RELEASE

AbsolutelyNew shows the hardware world 15 breakthrough inventions

Company drives sales and distribution while supporting economic recovery

SAN FRANCISCO (May 4, 2009) – [AbsolutelyNew](#), Inc., the consumer goods company that brings independent inventors' best ideas to market, this week showcased 15 innovative new products at the renowned National Hardware Show in Las Vegas.

Among the patent protected goods it introduced to leading retail buyers and manufacturers from around the world, spanning the hardware, homeware and home improvement categories:

- **Stretch-Grip™ pliers** bring traditional and craft pliers into the modern era with an ergonomic scissor-grip and thumb-catch for precise control, comfort and safety.
- **DivertAir™ airflow diverter** fits over a standard air vent to redirect airflow to precisely where desired, even several feet away. Low-profile design means you can put furniture where you want, without obstructing airflow or wasting energy. *Green!*
- **Socket Shark™ 10-in-1 socket tool** securely grips 10 six-point sockets ranging from 3/8" to 3/16".
- **KnobLight™ doorknob motion sensor light** provides the safety and security benefits of a night-light, but only when you need them. Secures firmly on most doorknobs via a silicone sleeve. *Green!*
- **TreeEZwater® Christmas tree watering assistant** enables people to keep their Christmas and other indoor trees hydrated with ease.

Company leadership also reiterated that original, innovative products continue to generate significant consumer demand in today's down economy. What's more, they stand to play a critical role within the nation's broader recovery, said Richard Donat, AbsolutelyNew's CEO.

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

Additional resources

- Downloadable, print-quality images: www.photobucket.com/absolutelynew
- Inventor interviews available upon request

About AbsolutelyNew, Inc.

AbsolutelyNew is the consumer goods company that partners with inventors (plus manufacturers and retailers) to launch breakthrough products. It also helps innovators launch new devices and technologies into businesses. Products in AbsolutelyNew's portfolio span a range of categories, and can be purchased in stores and catalogs, online and on TV. Headquartered in San Francisco, AbsolutelyNew is privately held with venture capital backing from Artiman Ventures. For more information, visit www.AbsolutelyNew.com.

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