



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses Five More Inventive Products

Company helps dreams come true, achieves unmatched licensing success rate

SAN FRANCISCO (May 19, 2009) – [AbsolutelyNew](#), Inc., the consumer goods company that brings independent inventors' best ideas to market, today announced it has finalized **five more exclusive licensing agreements** on behalf of five different patent-holders. Their products can now be readied to launch by next year.

This licensing "fiver" also helps AbsolutelyNew elevate it's overall invention **licensing success rate to 3x the national average** reported by the U.S. Patent & Trademark Office, based on its website data.

"Consistent invention success requires a real commitment to getting the design and development right, and then working diligently on marketing to the industry leaders who make licensing and buying decisions, time and again" said Richard Donat, AbsolutelyNew's CEO.

"We're pleased to see our highly concerted efforts pay off. We'll be even more pleased to see these new products launch into stores," Donat added.

Snapshots on the five newly licensed inventions:

- **The Uni-Stand™** adjustable-angle amplifier & speaker stand, invented by R. Means, will be made by Hamilton Stands of Middletown, OH. The company has produced stands for symphony halls, recording studios and music schools for more than 100 years, and will launch this invention at the influential National Association of Music Merchants tradeshow this July.
- **The RopeTie™** attachment, invented by M. Praca, will be made by Rope Tie Downs, Inc. of Reno, NV. The company is a leading manufacturer in the world of quick-release rope attachments for boating and sailing as well as varied commercial uses, and plans to add Praca's invention to its product line by year's end.
- **The Ding Guard™** car protector, invented by L. Nichols, will be made by Intersell Ventures of New York, NY. The company sells a range of inventive goods via direct response (infomercial) and online advertising, and sees the Ding Guard selling in 2010.

- **The Paper Towel & TP Transporters**, invented by P. Fletcher, will be made by BG Distributors of Toronto. The company plans to start selling these items—designed for boaters, campers and other on-the-go people who want their paper products protected but accessible—into its key accounts like Walmart in 2010.
- **The Garment Caddy™** multi-hanger support system, invented by D. Sacks, will be made by AbsolutelyNew. The company worked on design and development for the inventor, and sees it reaching the market next year.

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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