



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses Three Inventive Pet Products

Company readies innovations for major pet business push

SAN FRANCISCO (July 16, 2009) – [AbsolutelyNew](#), Inc., the consumer goods company that brings independent inventors' best ideas to market, today announced it finalized **three new product licensing agreements** with three different inventors. The company is launching the three into stores across America later this year.

"The pet products sector is booming these days. Pets are full-fledged members of the family, so people are still spending on them even while cutting back elsewhere during these difficult times," said Richard Donat, AbsolutelyNew's CEO.

"We're committed to feeding the demand for new and better pet products via these and other inventions. This push is good for our inventor partners, our retail partners, and pet lovers everywhere," Donat added.

Snapshots on the newly licensed, patent-protected inventions:

- **The Power Leash™ weighted exercise system** marries the retractable leash with balanced hand weights so a person can workout while walking a pooch. It's the brainchild of P. Benson and N. Benson of Knoxville, TN. Weights can be varied to serve individuals' exercise needs. The Power Leash also holds a roll of waste bags and has a key storage compartment.
- **Scoop 'n Bag™ litter scoops** have waste bag storage built into the handles. Invented by B. Alayo of Ocala, FL, they make litter box clean-up a breeze. One deluxe model has a pivoting scoop for multi-angle pick-up, while another has a stylized stand-up holder. Alayo plans to donate a portion of her proceeds to the [PETCO Foundation](#), an organization that raises money and donates to more than 3,500 animal welfare programs across the U.S.
- **Gentle-Tug™ leashes** feature an extra panel of stretchable fabric that absorbs quick tugs—to train a dog to know when it's literally at the end of the line, without hurting the animal or person. Invented by W. Campbell of Grants Pass, OR, the leashes also feature a secondary traffic control handle for keeping a dog close at hand.

AbsolutelyNew is working to launch these items into national pet retailers such as [PETCO](#) and [PetSmart](#) as early as November 2009, and into the biggest mass retailers in 2010.

Print-quality images are available at www.photobucket.com/absolutelynew.

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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