



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses Invisi-Sole™ Foot Saver

Inventor's gel product strides forward for fashion without shoe pain

SAN FRANCISCO (October 13, 2009)— [AbsolutelyNew](#), Inc., the consumer goods company that brings independent inventors' best ideas to market, has secured a product licensing agreement for client M. Leonard of Mantua, NJ. Her patented Invisi-Sole™ Foot Saver will be manufactured and sold by [As Seen On TV](#) Wholesale, Inc.

The agreement gives As Seen On TV Wholesale exclusive rights to distribute the Invisi-Sole via direct response infomercial advertising and select retail stores in the U.S. and Canada. The licensee plans to start test advertising before year's end.

A fan of stylish shoes but not the pain they often cause, inventor Leonard one day came up the idea for a paint-on gel that could be easily applied to the insides of her shoes to cushion and protect the skin where shoes rub or abrade. She patented her creation in 2007, with the final product delivering:

- **Style without pain** in the toes, heels, balls of your feet, points where straps chafe, and so on.
- **Quick, near effortless application**—one simply paints on the rubber cement-like gel where desired and it dries for use within minutes.
- **Easy removal without shoe damage** if someone decides they no longer need Invisi-Sole gel in a shoe... not that any user will ever want to take such a step backwards.

Leonard, who proudly calls Invisi-Soles "your comfort solution for your favorite part of fashion," first made and sold small quantities on her own before asking AbsolutelyNew to help market Invisi-Soles to larger companies which could take them across the continent quickly. She now looks forward seeing her invention in wider distribution, and to earning royalty income on the future sales.

"This is a product that can truly make everyday life better, every day," said Richard Donat, AbsolutelyNew's CEO. "We see significant benefit in the Invisi-Sole, and are pleased to have helped this client usher her idea to market while also laying a strong foundation for more potential licensing agreements with As Seen On TV Wholesale."

About AbsolutelyNew, Inc.

AbsolutelyNew is the consumer goods company that partners with inventors to launch breakthrough products. The company's Science+Technology Division 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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