



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses Innovative Self-Weighing Suitcase

Inventor excited to see his dream coming true

SAN FRANCISCO (May 19, 2010)— AbsolutelyNew, Inc., a next generation consumer products company that develops and launches the best ideas from independent inventors, has secured an exclusive licensing deal for inventor Daniel K. of Hawaii. His Self-Weighing Suitcase will now be manufactured and distributed by Y&S Corporation, based in New York.

By integrating a scale into the suitcase, travelers can conveniently weigh their luggage prior to departure, and easily make adjustments to control unnecessary surcharges at the airport.

Daniel thought of the idea years ago, while employed at one of the local airlines in Hawaii. He noticed many passengers with overstuffed luggage either having to pay extra for the overweight or having to shift the weight among their various pieces of luggage.

He promptly filed a patent application to protect his idea, and when the patent issued a few years later, he contacted AbsolutelyNew for help getting it to market. AbsolutelyNew brought his invention to life with professional marketing material, and then presented it to industry contacts to secure the licensing deal.

The inventor said, "I knew I had a great idea, but didn't realize how hard it would be to bring my new product to market. AbsolutelyNew worked tirelessly on my behalf, before negotiating a deal I couldn't refuse."

"We normally don't license ideas from outside of our company, but AbsolutelyNew's presentation was very compelling and the product's potential became clear," said Y&S Executive Joey Chehebar. "We're looking forward to launching this innovative new product, under one of our premium brands."

"We love helping independent inventors bring their products to market, whether we license and manufacture them ourselves, or we license them to another company," said Richard Donat, AbsolutelyNew CEO. "To see an inventor's face when they get their first royalty check is priceless."

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.

Contact:

Bill Freund
Vice President of Marketing & Business Development
AbsolutelyNew, Inc.
bfreund@absolutelynew.com
415-865-6200 x 1104

#