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AbsolutelyNew Adds ABC-TV "Shark Tank" Pro to Advisory Board

Company taps infomercial pioneer Kevin Harrington for expertise, more inventions

SAN FRANCISCO (January 5, 2010)—AbsolutelyNew, Inc., the consumer goods company that partners with independent inventors and small businesses to launch new products, has appointed television infomercial pro Kevin Harrington to its Advisory Board.

Harrington is one of the pioneers and leaders in selling inventive new products via television infomercial advertising. During 25 years in the business, he's worked relentlessly behind-the-scenes to launch more than **500 inventive products**, generating sales in excess of **\$4 billion**. More than 20 of these products have achieved sales above \$100 million, making dozens of independent inventors into multimillionaires.

Last year, Harrington also moved in front of the camera as a "shark" on ABC-TV's hit reality TV program, [Shark Tank](#).

In this weekly primetime role, Harrington—along with a panel of four other highly successful executives—evaluates new product and business pitches from individuals and, in select instances when he believes an invention could be a significant As Seen on TV success, negotiates on-camera to invest his own time, expertise and money in the idea.

Harrington also continues to serve as CEO of TVGoods.com and as a motivational speaker.

"Kevin joins our Advisory Board with an unmatched combination of real-world savvy, results and clout in the world of TV selling, and great passion for good invention," said Richard Donat, CEO of AbsolutelyNew. "He is certain to help us help more of the world's inventors sell their ideas around the globe."

In addition to providing experience-based counsel, Harrington will refer individuals to AbsolutelyNew for help developing their invention ideas, as many people approach him with product concepts or sketches that aren't yet ready for Kevin to evaluate or advance on TV.

"I'm excited to work with the AbsolutelyNew team in the year ahead," said Harrington. "This is a company with strong product development and design ability, and retail experience too, and I believe we can build off each others' strengths to launch more winning products across an array of retail channels."

The AbsolutelyNew Advisory Board meets quarterly to provide strategic guidance and counsel to the company's senior management. Other members include Myra Hart, a retired Harvard Business School professor and founder of [Staples](#), and Ray Brown, a former vice president of retail at [Sears](#) and Kmart.

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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