



AbsolutelyNew names Harvard Professor, Staples Founder to Advisory Board

FOR IMMEDIATE RELEASE

New Board Member Hart also Serving on Kraft, Office Depot Boards

SAN FRANCISCO (August 4, 2008) – AbsolutelyNew, Inc. has appointed [Myra Hart](#) to serve on its [Advisory Board](#). She will primarily assist the company with strategy, but will also help with business development, financing and recruiting. Hart is a retired professor of management practice at Harvard Business School and spent years as an executive in the retail industry. She was one of the founders of Staples and is now on the Board of Directors of several major corporations, including [Office Depot](#) and [Kraft Foods](#).

"We are very excited to have such a talented and accomplished individual join the AbsolutelyNew team," said Richard Donat, CEO of AbsolutelyNew. "We look forward to working with Myra and benefiting from her unique insights and innovative thinking."

The Advisory Board was established to provide valuable advice and strategic guidance to AbsolutelyNew leadership. Comprised of leading thinkers and retired executives from established retailers and manufacturers, the Board is instrumental in the growth of AbsolutelyNew and the promotion of new inventions.

"AbsolutelyNew is truly a next generation consumer products company, embracing innovation everywhere. In addition to having a fresh approach, they have identified a big opportunity, assembled an outstanding team, and shown tremendous potential," said Hart. "I am proud to be associated with such a dynamic and industry-leading company."

Hart is also a member of the Diana Group, a research team that collaborates in the investigation of the unique challenges and opportunities of female entrepreneurs, and has co-authored numerous books, journal articles and reports.

About AbsolutelyNew, Inc.

AbsolutelyNew, headquartered in San Francisco, is a world-class, venture capital backed consumer products company that develops inventions from independent inventors and sells them to leading retailers and manufacturers. The company's diverse products span a wide range of categories, and can be purchased in stores, in catalogs, and on TV. For more information, please visit www.absolutelynew.com.

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