



FOR IMMEDIATE RELEASE

AbsolutelyNew Licenses Innovative Wraparound™ Swimsuit

Inventor's observation and ingenuity may benefit tens of millions globally

SAN FRANCISCO (August 12, 2008) – AbsolutelyNew, Inc., a next generation consumer products company that brings independent inventors' best ideas to market, has secured a licensing deal for inventor Dianne Rothhammer of Santa Barbara, CA. Her Wraparound™ swimsuit will be manufactured by Specially for You, Inc.

The Wraparound™ swimsuit marks one of the greatest innovations in swimwear since the introduction of the bikini – the Wraparound™ looks like an ordinary women's swimsuit, but employs hidden velcro side closures so that persons with physical limitations can put it on with far greater ease.

A longtime swimming enthusiast, Rothhammer came up with the Wraparound™ idea after witnessing the difficulty many elderly women, expectant mothers, persons with disabilities, and overweight women faced in putting on and taking off conventional swimsuits. She also noted this will become an issue for more and more people as physically challenged individuals are increasingly being directed to water activities for lowimpact fitness and healing benefits.

The Wraparound™ received its U.S. patent in 2007, and has patents granted or pending in Canada, Australia, Europe and Japan.

Rothhammer spent eight months optimizing the swimsuit's materials for comfort and performance. She then asked AbsolutelyNew to take it to market because her top priority was to quickly get the Wraparound™ to the many people who need it.

"I was determined to help because there is a real need," said Rothhammer. "Several different companies contacted me and offered to help me with my invention. I felt most comfortable with AbsolutelyNew because of its experience and track record."

"Breakthrough products that can fundamentally change people's lives are what drive us, so we're thrilled to license this invention," said Richard Donat, AbsolutelyNew's CEO. "Our team saw a huge consumer benefit in what the

Wraparound™ swimsuit provides, and worked tirelessly to advance it to the market on behalf of the inventor."

About AbsolutelyNew, Inc.

Headquartered in San Francisco, AbsolutelyNew is a worldclass consumer products company that finds and drives to market the most innovative goods from the world's inventors. The company's team of 80+ employee experts has helped thousands of inventors bring their ideas to life. Products in the company's portfolio span a wide range of categories, and can be purchased in stores, in catalogs, online, and on TV. AbsolutelyNew is privately held, with venture capital backing from Artiman Ventures. For more information, please visit www.absolutelynew.com.

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