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AbsolutelyNew Licenses Gloves-Saving Glove Caddy™

Golfing enthusiast turns personal dissatisfaction into invention success

SAN FRANCISCO (September 10, 2008) – AbsolutelyNew, Inc., a next generation consumer products company that brings independent inventors' best ideas to market, has secured an exclusive licensing deal for inventor Bob Pulley of Danville, VA. His Glove Caddy™ will be manufactured by Starting Time, Inc.

The ingenious Glove Caddy™ marries a simple belt clip and everyday velcro to enable a person to effortlessly hold a sports glove to their belt, pocket or bag. It is designed specifically for those gloves that are repeatedly put on and taken off during activity – golf gloves, baseball batting gloves, weight lifting gloves, even work gloves that have velcro closures.

No matter the usage occasion, the Glove Caddy™ eliminates the annoyance of losing or misplacing a glove. For many, it also means the end of having to stuff a dirty, sweaty glove into pants pockets, again and again and again.

An avid golfer, Pulley first came up with the idea for this invention while at his local golf course. It was an especially hot and humid day, and the would-be inventor grew tired of jamming his then wet and sticky golf glove into his pants pocket.

"I can figure out a way to address this," he thought.

Pulley, an industrial mechanic and electrician who always wanted to invent something, soon got to tinkering. He created a working prototype from a tape measure's belt clip, velcro strips and pieces of melted plastic clothes hangers. He patented his invention in 2000. But not before testing it himself for a full golf season.

The inventor at first set his sights on independently manufacturing and selling his Glove Caddy™, but he decided to pursue licensing after discovering the high costs of setting up his own operation. "I then set out to find somebody who would effectively help me... and I'm thrilled with the outcome of working with AbsolutelyNew," Pulley said.

"Building industry relationships and securing licensing deals such as this one with Starting Time take significant time and energy," said Richard Donat, AbsolutelyNew's CEO. "We are pleased to help this inventor realize his goals, while also laying a foundation for more potential licensing agreements down the road."

About AbsolutelyNew, Inc.

Headquartered in San Francisco, AbsolutelyNew is a world-class 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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