



“We’re proud to put the AbsolutelyNew name on this inventive product that can, quite literally, help people sleep better at night,” said Richard Donat, AbsolutelyNew’s CEO. “We now look forward to broadening its distribution in the weeks and months ahead.”

**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](http://www.absolutelynew.com).

**Contact:**

Jeremy Milk Director of Marketing  
Communications AbsolutelyNew, Inc.

[jmilk@absolutelynew.com](mailto:jmilk@absolutelynew.com)

4158656200 x 1139

###