

## AbsolutelyNew Hires Three Former Sharper Image Executives to Launch New Products

SAN FRANCISCO (March 31, 2008) – AbsolutelyNew, a next generation consumer products company focused on launching the best products from independent inventors to market, has expanded its merchandising and product development teams with the addition of three experienced industry professionals. Bill Feroe, Tom Krysiak and Tristan Christianson will be responsible for bringing more AbsolutelyNew patented ideas to market.

Feroe will spearhead the team and serve as the executive vice president of merchandising. He brings more than 25 years experience in product selection and development. Feroe has launched hundreds of successful products for national retailers, including The Sharper Image, Target, Williams-Sonoma and Mervyn's, generating more than a billion dollars in revenue. His expertise spans a wide range of product categories from air purifiers and massage chairs, to luggage and MP3 players.

"AbsolutelyNew has a proven track record of launching great inventions. We plan to build on this success and identify even more great products to bring to market," said Feroe. "AbsolutelyNew has developed an exclusive database containing 35,000 unique inventions. We have the opportunity to launch these products under the AbsolutelyNew brand name, and act as an extension of retailers' inhouse innovation teams, helping them source and identify winning products."

Krysiak, senior vice president of operations and manufacturing, has 20 years experience in product engineering, sourcing, manufacturing and quality control. Previously the senior vice president of quality and manufacturing at The Sharper Image, Krysiak was responsible for establishing the company's first product sourcing and engineering support office in Hong Kong.

Christianson, industrial designer, has more than 10 years experience in product design and development. He has designed more than 100 successful consumer retail products and the first Sharper Image Design product that sold more than 100,000 units.

Feroe, Krysiak and Christianson were largely responsible for some of The Sharper Image's most successful product launches. Their sixyear working relationship provides a solid foundation for continued success.

"I only believe in hiring 'A+' employees so I am excited to find three such individuals at the same time and welcome Bill, Tom and Tristan to the team. Their many years of successful experience will help us to continue to deliver the most innovative products to the world's markets and accelerate our company's already tremendous growth," said Richard Donat, CEO, AbsolutelyNew.

For more information or to schedule an interview, please contact Alyssa Wagner, AbsolutelyNew, [awagner@absolutelynew.com](mailto:awagner@absolutelynew.com) or 4158656200 x. 1132.

#### About AbsolutelyNew

AbsolutelyNew, headquartered in San Francisco, is a rapidly emerging, 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](http://www.absolutelynew.com).

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