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**BRANDWEEK SPOTLIGHTS GRABB-IT AS
“NEW WAY TO GRAB SHOPPERS”**

San Antonio, TX (June 14, 2007) – Brandweek featured Grabb-it in the June 11, 2007 edition, recognizing it as “a new way to grab shoppers”.

Grabb-It® is an “out of the box” product that grabs consumers’ attention. Simplistically, it is a paper-board bag handle that eases the burden for consumers carrying or loading plastic merchandise bags.

“We were thrilled that Brandweek featured Grabb-it,” said Carl Truly, Grabb-it president and COO. “It justifies our beliefs – that Grabb-it is a unique, yet valuable product that deserves a place in the market.”

Grabb-it’s bring value to stores, customers and advertisers. “Everybody wins,” says Larry Weil, CEO at Weil & Associates, the marketing company promoting Grabb-It. “Stores love it because customers love it; Customers love it because it provides a service and because it is free; and advertisers love it because there is a 100% open rate, meaning customers not only see it but also use it.”

Grabb-it officially launches in late summer. “We believe this product will generate buzz for stores and advertisers,” says Mike Hempstead, VP of sales and product development at Altivity, Grabb-it’s manufacturer.

Grabb-it has already received positive remarks from several test grocery stores, including Ralphs, Publix and Price Chopper. “Customers loved it,” said Neil Golub, CEO at Price Chopper.

To learn more, visit www.grabb-it.com. For advertising opportunities, call Weil & Associates at (210) 828-0200.

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[Grabb-it](#) is an easy to use 100% recyclable device that locks the grips of a plastic merchandise bag together in a convenient and comfortable handle.

[Weil & Associates](#) is a marketing agency that represents both buyers and sellers. It specializes in sponsorship sales, planning, valuation, and acquisition.