

## **Flexity, LLC Launches the Flexity PowerSquid™ Surge Protector at the 2006 Consumer Electronics Show**

### *Award-Winning Surge Protector taking orders for Spring Delivery*

LAS VEGAS, Consumer Electronics Show, **January 3, 2006** - Flexity, LLC, inventors of the award-winning PowerSquid™, will introduce the critically-acclaimed Flexity PowerSquid™ Surge Protector to specialty, catalog and online retailers at the 2006 Consumer Electronics Show. The Flexity PowerSquid Surge Protector, designed by Trident Design, LLC, will be available for delivery in Spring of 2006, with an introductory MSRP of \$49.99. All Flexity models will feature: next generation Ultra-MOV™ surge suppression technology, full connectivity protection and Purestream™ power filtering. The flagship Calamari model featuring glowing neon outlets, a 360° rotating flat-profile plug, a more powerful Purestream power filter and an audible alarm, will retail for \$79.99.

The Flexity PowerSquid Surge Protector is the next step in the evolution of the power strip. It offers instantly recognizable benefits as a result of its breakthrough cephalopod design, which incorporates flexible arms for the female outlets to accommodate transformer plugs without wasting outlets. These arms provide greater reach and flexibility; while boasting a sleek, striking appearance. It reaches far beyond the box-like approach of its predecessors to reinvent the power delivery category for modern, mobile and office lifestyles.

Flexity's PowerSquid Surge Protector is the latest in the line of PowerSquid products designed by Trident Design and manufactured by Power Sentry/Newpoint, Flexity's manufacturing partner. Flexity's high-end line of PowerSquid is designed to exceed the demands of the Home Theater and PC enthusiast with premium performance and deluxe feature sets. The PowerSquid covers all of the bases with Power Sentry, Newpoint & Flexity. Whether you need extra outlets in the shop, are looking to power a graphic workstation, or are plugging in your new 70 inch HDTV, the PowerSquid has you covered!

"We are excited to introduce the premium Flexity PowerSquid to retailers and specialty suppliers throughout the international consumer electronics community," said Chris Hawker, founder of Flexity, LLC, and inventor of the PowerSquid. "We look forward to meeting members of the "SquidSquad" – the avid customers who email us every day about how much they love the PowerSquid design."

The Flexity PowerSquid Surge Protector was recently honored by the Consumer Electronic Association (CEA) as "**Best** of Mobile Office/Home Office" in the 2006 CES Innovations Design and Engineering Awards competition; and received "Honoree" recognition in both the "Audio Accessories" and "Computer Accessories" categories. The annual CES Innovations Awards are sponsored by the CEA, and endorsed by the Industrial Designers Society of America (IDSA), recognizing excellence in product advancement for technological design and engineering.

### **About Flexity, LLC**

Headquartered in Santa Cruz, CA, Flexity is dedicated to re-inventing the power delivery category for modern, mobile lifestyles. Flexity provides sales support for niche retailers, operates a feature-rich e-commerce website, and supports the PowerSquid brand by

coordinating the SquidSquad, comprised of avid fans of the breakthrough product. For more information, please visit [www.powersquid.net](http://www.powersquid.net).

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#### **About Power Sentry/Newpoint**

As a recognized industry leader in the manufacturing and distribution of power management and electronic connectivity solutions, including surge protectors, battery backup power supplies and TV antennas, Power Sentry (a division of Fiskars Brands, Inc.) positions the Newpoint brand for its most innovative, feature-rich products. The company is committed to technological leadership, product and merchandising innovations and superior customer service and quality. For more information about Power Sentry/Newpoint, please visit [www.powersentry.com](http://www.powersentry.com) or [www.newpoint.com](http://www.newpoint.com).

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#### **About Trident Design, LLC**

Flexity, LLC is a venture of Trident Design, LLC, inventor of the PowerSquid and many other innovative products. Trident's manifesto is to "invent the future" through the creation and distribution of products that transform everyday objects into opportunities to enjoy life. For more about Trident, please visit [www.trident-design.com](http://www.trident-design.com).