

The People Have Spoken: Flexity PowerSquid™ Surge Protector voted 'Best Innovation' at 2006 Consumer Electronics Show

Reinvention of the power strip wins coveted Scientific American Innovations People's Choice Award.

SANTA CRUZ, CA - Jan. 20, 2006 / - Flexity, LLC, inventors of the award-winning PowerSquid™, are proud to announce that the Flexity PowerSquid Surge Protector won the Scientific American Innovations People's Choice Award, bestowed at the 2006 International Consumer Electronics Show (CES®), the world's largest technology tradeshow.

With more than 150,000 attendees from 110 countries, the 2006 International CES was a major global event at which thousands of new products and technologies were introduced into the world marketplace. Throughout the show, attendees voted at electronic polling stations in the Innovations Design and Engineering Showcase for their favorite innovation of 2006. The showcase featured more than 200 products selected as either "honoree" or "best in category" from more than 1,000 entries for the 2006 CES Innovations Awards. The PowerSquid received the most votes and the People's Choice Award was presented to Flexity, LLC by Scientific American publisher, Bruce Brandfon, at a Saturday evening awards ceremony held on January 7, 2006, at the CES.

Follow this link to see the award: <http://cesweb.org/attendees/awards/innovations>

"This award validates our contention that what people really want are solutions to their problems, not just bigger TV's or smaller cameras", said Chris Hawker, founder of Flexity, LLC, and inventor of the PowerSquid. "This is a story of the triumph of clever design over brute technology. Here we are with our first product, and we managed to beat out major household names like Phillips, Samsung, Adobe, Kodak, HP, and Sony, to name but a few...it's a David and Goliath story!"

Previously, the Flexity PowerSquid Surge Protector was 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". 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.

The PowerSquid is currently available for pre-order at www.PowerSquid.net. It represents the next step in the evolution of the power strip. The PowerSquid 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. The Flexity line of PowerSquid Surge Protectors is part of the Power Sentry/Newpoint family of PowerSquid products. The Flexity models are high-end, premium configured products, aimed toward specialty and niche markets.

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.

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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 or www.newpoint.com.

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.