

FOR IMMEDIATE RELEASE

Canada Says Goodbye Universal Remotes; Hello RedEye Remotes for iPhone, iPod touch and iPad

ThinkFlood and NVU Electronics partner for RedEye remote distribution in Canada

Waltham, MA and Toronto, ON – March 23, 2010 — ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPhone, iPod touch and iPad, and NVU Electronics (<http://www.nvu.ca/>), Canada's leading distributor for the custom-install and pro-AV channel, today announced a strategic partnership to address consumer and reseller demand in Canada.

NVU Electronics is Canada's first distributor of RedEye remote, an advanced multi-room, multi-controller system; and RedEye mini, the portable way to control virtually everything from your iPhone, iPod touch and iPad.

"Our resellers are thrilled that NVU now carries ThinkFlood's line of RedEye universal remote controls for iPhone, iPod touch and iPad," said Bobby Revai, President of NVU Electronics. "Let's face it--people are tired of fighting with big, confusing, dedicated remote controls. With RedEye, high-end universal remote functionality has never been so chic and affordable.

"NVU Electronics doesn't just push boxes; they focus on providing superior customer service, which is something we really value here at ThinkFlood," said Adam Shapiro, ThinkFlood founder and Vice President of Operations. "We're pleased to expand our presence in Canada through NVU Electronics' dealer network."

About ThinkFlood

ThinkFlood (<http://thinkflood.com/>) designs and develops remote control hardware and software. Its first commercial application, RedEye (<http://redeyereMOTE.com/>), turns the iPhone, iPod touch or iPad into a personal remote that allows control of virtually any home entertainment device from any room in the home. RedEye mini offers a similar level of control in a low-cost, portable form. All RedEye universal remote control products offer features and functionality previously available only in remotes costing several times as much. Founded in 2007, ThinkFlood is a privately held company headquartered in Waltham, Massachusetts, USA. Sign up for ThinkFlood's RedEye newsletter at <http://thinkflood.com/news/newsletter>.

About NVU Electronics

NVU Electronics (<http://www.nvu.ca/>) is Canada's leading distributor for the custom-install and pro-AV channel. Headquartered in Toronto, Ontario, NVU carries a full line of projectors, video editing hardware and software, DVD duplicators, video surveillance and DVR products, media servers, home theater furniture and accessories. NVU's full-service approach allows resellers to buy products that work for their customers needs, while offering superior services and support--including extended warranties, custom installation, integration services and AV training.

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