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**MOST INNOVATIVE TECH ENTREPRENEURS SHOW PRODUCTS TO PRESS ONLY  
AT 1<sup>ST</sup> ANNUAL CONSUMER PRODUCT EVENT'S "TECH GEAR" SALON  
ON WEDNESDAY, JANUARY 6<sup>TH</sup> AT CES**

**From Tesla's Electric Sports Car to Quirky's Product Incubator and TVs in Luxury Handbags,  
the Best of Tech Rolled Into One Easy Reporting Environment**

(Malibu, CA, January 2, 2009) – On January 6th, from 12 noon to 6 pm at the Encore Hotel's Beethoven Room in Las Vegas, a new recession busting marketing tool for entrepreneurs called Consumer Product Events (CPE) ([www.ConsumerProductEvents.com](http://www.ConsumerProductEvents.com)) will showcase unique and innovative tech products and services for press who are gathering content at the annual Consumer Electronics Show (CES) that week. The 'Tech Gear' event is one of Consumer Product Event's media introduction salons where approximately 20 products are introduced to 50-70 reporters each month. Consumer Product Events was developed to save marketers the cost of a year-long PR retainer and to help reporters gather all the products and interviews they need for their annual news cycles in one place. Press who would like to attend the event can RSVP [here](#) or call 310.317.1543.

Consumer Product Events premiered in Los Angeles in 2009 with the wildly successful "Holiday Gift Guide Gear" event in June, followed by "Beauty," "Valentine's Day," "Nutrition and Fitness," "Mother's and Father's Day," "Eco" and "Wedding" gear events.

Products being showcased at the CPE's inaugural 'Tech Gear' event include:

**Bits Limited** – Makers of the Smart Strip, a ten-outlet electrical device that senses whether a computer has been turned off -- and then automatically powers down that computer's peripheral equipment to conserve energy. When used in conjunction with one of the company's many freeware screensavers, the Smart Strip Power Strip can achieve up to 73% in energy savings for computers that are powered up on a constant basis ([bitsltd.net](http://bitsltd.net)).

**DS International, Inc** – Creates custom input, green electricity devices that range from single station keypads to multifunctional input subsystems. Their powerstrips feature a master socket that controls all other sockets to turn on and off entire suites of appliances at once (dsi-usa.com).

**iGo, Inc.** – A leading provider of power management solutions for laptop computers, netbooks and mobile electronic devices that feature interchangeable tip technology. iGo is also the creator of a new, innovative patent-pending power saving technology that eliminates virtually all vampire power that is generated from chargers that continue to draw electricity when not being used (igo.com).

**Innergie** – Innergie provides the world's smallest, most efficient universal power adapters and innovative power solutions. Founded in 2008, Innergie's technological superiority is backed by a team of professionals with more than 20 years' experience in the power supply industry. Innergie maintains operations in the United States, India, Romania, Singapore, Taiwan, Thailand and The Netherlands (myinnergie.com).

**Ion Ways** – Is the importer and distributor of Emco Tech brand, the leading manufacturer of water ionizers on the planet. With a 15 year track record in the USA, and 30 countries worldwide, IonWays stands alone as the provider of high quality, innovative and technologically advanced water ionizers, providing the best quality healthy drinking water for the home, business and family (ionh2o.biz).

**Quirky.com** – Got a genius idea for a product? How about a tofu press? An iPhone holster to perch on bike handlebars? A fashionable sling for broken limbs called an "Ouch Pouch?" Ben Kaufman, a 23-year-old entrepreneur and college dropout, created an online collaborative tool that boasts an entire community of experts and naysayers who help move submitted products from sketch to store shelf (quirky.com).

**Levant Power** – is the maker of Genshock, one of Popular Science magazine's "Invention of the Year." The breakthrough automotive energy harvesting shock absorber was created by four MIT students who were driving when one asked "can we capture energy from bumps in the road?" The absorber recovers waste energy from a vehicle's suspension and can increase efficiency by up to 10%.(levantpower.com).

**Tesla Motors** – Is the world's only automaker producing and selling highway-capable electric vehicles. Tesla's sexy race car aesthetics and 0-60 acceleration in 3.7 seconds outpaces almost all gasoline powered sports cars. The new automobile with the cult-like following has only delivered 900 cars to customers to date (teslamotors.com).

**Tripware** – Tripware's patent-pending and proprietary technology automates business travel by analyzing habitual and repetitive behaviors and employing advanced algorithms against these behaviors. Tripware analyzes time-cost savings and optimal trip options to assist the traveler in making the right travel choices. Behavioral components of TTV include "never lists," avoidance, frequency, weather, salary & position, and geo-patterning (tripware.com).

**MatchMatrix.com** – Is a proprietary relationship-based company delivering breakthrough information about how people connect at their core energetic level. Developed to reveal the mysterious causes of relationship failures and predict relationship potential. The revolutionary and only independently scientifically proven system for compatibility is currently featured on Facebook's "Best Friends and Lovers" application, the "Celebrity Ratings" Blog and product showcase on

matchmatrix.com. Used for relationship and roommate matching, travel and event services and in business to optimize workgroup performance; the company's "Nelson" energetic compatibility engine is a licensable technology being extended into strategic relationships with mobile device carriers and relationship service providers, such as on-line dating, family services and affinity groups (matchmatrix.com).

**BagTV** – BagTV integrates high end fashion with cutting edge technology to create luxury handbags with a difference. BagTV's range of beautifully crafted leather bags each contain a custom built lightweight screen equipped with a DVD and Mpeg player. BagTV alleviates boredom on the way to and from work, for holidays, at airports, in the gym or on long train journeys. BagTV has proved particularly popular with Moms who need fast, on the move, entertainment for kids. (bagtv.com)

"Because Las Vegas is home to the Consumer Electronics Show (CES) each year, it attracts thousands of reporters who are searching for newsworthy stories, products and services," said Alyson Dutch, founder of Consumer Product Events. "Our event provides a mechanism for press here to find meaningful stories about tech products in a small, intimate format. We offer meaningful face time with entrepreneurs, direct sampling of products and services and the ability to gather news quickly. Huge trade shows like CES, can make news gathering extremely difficult for a reporter; with CPE, we aim to change that."

Consumer Product Events ([www.consumerproductevents.com](http://www.consumerproductevents.com)) connects consumer packaged goods with the press who are looking to report about them. Created by a PR veteran whose clients have included everything from Champagne Mumm to Mrs. Fields Cookies and the Swatch Boardercross Tour to red carpet events with Elton John, Sting and Michael Douglas -- we know how to get the media's attention. Our series of events showcase consumer products to the press who are actively searching for content exactly at the time they need it. Consumer Product Events gets your product into the hands of multitudes of targeted magazine, newspaper, TV, radio and online reporters. Showcasing your product with Consumer Product Events can save more than 95% of a year-long PR budget. The most highly targeted PR investment available, our events cover over 15 industry categories and expose your product to up to 70 influential reporters in just one day.

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