

UNITED INVENTORS ASSOCIATION

PO Box 23447
Rochester, NY 14692
Phone: (585) 359-9310
Fax: (585) 359-1132
EMail: ULAUSA@aol.com

Press Release

Contact: Robert Lougher
Phone: (607) 565-9701

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CORPORATE AMERICA LOOKING FOR NEW PRODUCT IDEAS AMONG THE MASSES (AND OUT OF THE R&D LABS)

Never before has there been so much interest in seeking out new product ideas from the public sector. According to the United Inventors Association, this trend started a little over a year ago and has grown steadily ever since. Keeping in step with this trend, The Procter & Gamble Company sponsored "Hunt for the Next Hot New Consumer Product" announces its top ten prize winners of their search for new product ideas among the masses.

Boston, MA -- It was a crystal clear day in Boston, MA, high above the Boston Aquarium. The view overlooking Boston Harbor was magnificent, but all eyes were focused on the top 34 semifinalists of the United Inventors Association (UIA), Inventors' Digest, The Academy of Applied Science New Product Hunt. This search was sponsored by The Procter Gamble Company.

After weeks of reviewing hundreds of entries a team of experienced judges narrowed the field down to just 34. It was now up to a new set of judges to select the top ten finalists. Though the inventors were not there, all of their prototypes and demonstration tapes were. Every new product concept was the brainchild of an independent inventor. These inventors were the man next door, the aunt, the father, the common laborer, the college professor, a true representation of our society. They do not represent Corporate America, yet they are who Corporate America is now reaching out to.

The job of selecting the Grand Prize Winner went to two of our country's esteemed National Inventors Hall of Fame inductees - Forrest Bird, inventor of the respirator, and Robert Rines, inventor of high definition radar and sonar.

"All of the products had great merit, but we looked for the one that we felt would appeal to the most people," said Dr. Rines, after he and Dr. Bird announced that the Grand Prize winner was Kenneth "Buck" Albritton's **Gearmax**™ Backpack. Gearmax looks like a typical backpack when it's closed, but unzipped it's an extremely well-organized sports or travel equipment bag that can be conveniently hung and used as a "virtual" locker with a built-in ventilation system. Dr. Rines was impressed by the high-quality, detailed components of the product, and Dr. Bird indicated that its usefulness could potentially extend into the medical industry where the Gearmax could be packed with different sizes

of respirator equipment when responding to emergencies. "Often we don't know if the emergency is an infant or a large adult," he shared. "This product is perfect to neatly pack different sized equipment and be able to access it quickly." The Grand Prize winner receives a cash prize of \$1,000 in addition to other prizes.

According to the Executive Director of the UIA, Robert Lougher, "The Procter & Gamble Company are not the only industry leaders reaching out to the independent inventor community. This growing trend is a direct result of the Internet. Because of the educational material available on the Internet, inventors are much smarter and are beginning to understand corporate expectations, a major stumbling block in the past."

The United Inventors Association (www.uiausa.org) was founded in 1990 as an outgrowth of a U.S. Department of Commerce program on innovation in America. This non-profit 501(c) (3) organization's membership includes inventor organizations as well as individual members. The UIA's mission is to educate and support those entrepreneurs who are developing new products.

Inventors' Digest (www.inventorsdigest.com), founded in 1985, is a national magazine dedicated to educating independent inventors about the new product development process. Articles include success stories and "how-to" pieces as well as networking opportunities for those individuals who have ideas for new products and are seeking assistance.

Since 1963 the **Academy of Applied Science** (www.aas-world.org) has been dedicated to stimulating people of all ages to think creatively and to realize their innate innovative talents. This non-profit 501(c) (3) organization administers several national and regional youth science and invention programs.

The TOP Ten Prize winners can be viewed on-line at <http://www.inventorhelp.com/FirstScreen/HuntTopTen.htm>

Photos of Judging are at <http://www.inventorhelp.com/FirstScreen/TopTenJudging.htm>

* Several unsolicited newspaper editorials along with magazine features have ran about the Gearmax product. More will be pursued once the website is complete.