

FOR IMMEDIATE RELEASE

## **ThinkFlood and 21<sup>st</sup> Century Distributing Partner to Sell RedEye Remotes for iPad, iPhone and iPod touch in Southeastern US**

**Waltham, MA and Raleigh, NC – June 15, 2010** — ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPad, iPhone and iPod touch, and 21<sup>st</sup> Century Distributing (<http://www.21stcenturydist.com/>), the leading AV electronics and custom installation supplier for North Carolina, South Carolina, Virginia, Georgia, Florida, Alabama and Tennessee, today announced a strategic distribution partnership to address consumer and reseller demand for RedEye remotes in the US.

ThinkFlood selected 21<sup>st</sup> Century Distributing as a regional distributor for RedEye remotes because the company is committed to providing superior customer service, high-quality products, and competitive pricing to all of its installers, integrators and dealers.

RedEye products turn the iPhone, iPod touch and iPad into networked universal remotes that offer high-end functionality at an affordable price. Using an Apple iDevice instead of a traditional remote, RedEye and RedEye mini users can operate anything controlled by infrared: TVs, DVRs, cable and satellite receivers, DVD and Blu-ray players, game consoles, stereos, and more.

“ThinkFlood’s networked universal remotes—RedEye remotes—represent a fundamental shift in how we control our home electronics,” said Donald Vicini, President of 21<sup>st</sup> Century Distributing. “We’re witnessing a move away from dedicated remote control hardware and a move towards Internet connectivity. This is the future, and we’re pleased to share it with our dealers.”

“21<sup>st</sup> Century Distributing has strong, longstanding relationships with dealers and custom installers across the southeast,” said Adam Shapiro, ThinkFlood Founder and Vice President of Operations. “We can’t wait to show 21<sup>st</sup> Century’s network of dealers and installers how they can expand their customer base by offering truly affordable, high-performance home control.”

21<sup>st</sup> Century Distributing offers products from ACTi, Belkin, Bello, Boston Acoustics, Casa Tools, Chief Mounts, DaLite, Denon, Elan, Energy, HAI, Hitachi, IC Realtime, Jamo, JVC, Leviton, Middle Atlantic, Mirage, Mitsubishi, Monster Cable, Niles, NuVo, Omni Mount, Onkyo, Panasonic, Parasound, Peerless Mounts, Pinnacle Speakers, Sanyo, Sanus, Sennheiser, Sonance, Sunfire, Toshiba, Vudu, Vutec, Xantech, Yamaha, and now RedEye.

### **About ThinkFlood**

ThinkFlood (<http://thinkflood.com/>) designs and develops networked remote control hardware and software. Its first commercial application, RedEye, turns the iPad, iPhone and iPod touch 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 networked universal remotes 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. Sign up for ThinkFlood’s RedEye newsletter at <http://thinkflood.com/news/newsletter>.

With over 4,000 fans and counting, RedEye is the most popular remote control on Facebook <http://www.facebook.com/thinkredeye>.

Visit ThinkFlood’s blog, MoreControl (<http://morecontrol.com/>) for the latest remote control and home automation news.

**About 21<sup>st</sup> Century Distributing**

21<sup>st</sup> Century Distributing (<http://www.21stcenturydist.com/>) is the leading AV electronics and custom installation supplier for North Carolina, South Carolina, Virginia, Georgia, Florida, Alabama and Tennessee. Since its founding in 1983, 21<sup>st</sup> Century has been committed to dealer success, providing high-quality equipment, reasonable prices and great customer service. 21<sup>st</sup> Century Distributing offers products from more than 120 manufacturers through its warehouses in Garner and Charlotte, North Carolina, Buford, Georgia, and Orlando, Florida.

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