

FOR IMMEDIATE RELEASE

ThinkFlood and EDI Partner to Sell RedEye Remotes for iPad, iPhone and iPod touch in Pacific Northwest

Waltham, MA and Portland, OR – June 23, 2010 — ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPad, iPhone and iPod touch, and Electrical Distributing, Inc. (EDI) (<http://www.edinw.com/>), the consumer electronics and appliances supplier for the Pacific Northwest, today announced a strategic distribution partnership to address consumer and reseller demand for RedEye remotes in Oregon, Washington, northern Idaho and western Montana.

ThinkFlood selected EDI as a regional distributor for RedEye remotes because the 132-year-old company is committed to providing superior service to every customer, while also offering the inventory and prices that dealers, custom installers and integrators need.

RedEye products turn the iPad, iPhone and iPod touch 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.

“We are noticing a marked change in consumer taste: for many, excess is out when it comes the new custom AV aesthetic,” said Marty Cronin, President of EDI. “Fortunately for our dealers, ThinkFlood’s products arrived at the right moment. RedEye remotes are extremely affordable, and they allow users to eliminate clutter by using an iPhone, iPod touch or iPad instead of a dedicated controller.”

“EDI has serious staying power,” said ThinkFlood founder and Vice President of Operations Adam Shapiro. “As a young company, that’s something we really admire. ThinkFlood is pleased to work with a company that has been successfully distributing goods for well over a century.”

EDI offers products from AnyCom, Audiovox, Auto Page, Bell'O, Boss Audio, Boston Acoustics, Canon, Coby, Da-Lite, Denon, Electrolux, Fratelli Onofri, Haier, Harmon Kardon, iPort, Jamo, JBL, JVC, LG, MK Sound, Monster Cable, On-Q, Panamorph, Parasound, Samsung, Sanyo, Sylvania, Toshiba, Vantage Point, VTech, Wowwee, Yamaha, and others.

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 Electrical Distributing, Inc.

Electrical Distributing, Inc. (EDI) (<http://www.edinw.com/>) has been in the distribution business since Patrick J. Cronin founded it in 1878. What began as a saddle and harness business evolved into an automotive wholesaler, and later became a consumer electronics distributor. Five generations later, the Cronins are still committed to the family business, which is widely recognized as the Northwest's premier distributor of consumer electronics and appliances, offering products from more than 70 leading manufacturers.

Headquartered in Portland, Oregon, with facilities in Seattle, Washington, EDI's mission is to provide the highest level of service to every customer. Local warehouses and regional delivery allow the company to give dealers the inventory they need at the prices they want.

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