

FOR IMMEDIATE RELEASE

New Zealanders Use iPhone, iPod touch and iPad with RedEye Instead of Old-Fashioned Universal Remotes

ThinkFlood and Krome Technologies partner for RedEye remote distribution in New Zealand

Waltham, MA, USA and Auckland, New Zealand – May 10, 2010 — ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPhone, iPod touch and iPad, and leading digital Hi-Fi distributor Krome Technologies (<http://www.krome.co.nz/>) today announced a strategic distribution partnership to address consumer and reseller demand for RedEye remotes in New Zealand.

New Zealanders have been using RedEye networked universal remote control accessories for iPhone, iPod touch and iPad since the RedEye line launched in December 2009. Krome is now New Zealand's exclusive 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.

"We travel the world looking for recognised brands whose products combine quality with attitude, style and inspired design," said Krome Technologies Managing Director Jason Lake. "ThinkFlood's RedEye and RedEye mini are a perfect complement to our range of Hi-Fi and home automation products from Buffalo, PS Audio and Sonos."

"Krome Technologies' deep understanding of high-end AV makes them an ideal partner for us," said ThinkFlood Founder and Vice President of Operations Adam Shapiro. "With Krome's local representation I believe tech savvy New Zealand will be a fantastic market for RedEye remotes."

RedEye will be available to New Zealand dealers next week. RedEye mini will be coming to New Zealand shortly thereafter.

About ThinkFlood

ThinkFlood (<http://thinkflood.com/>) designs and develops networked remote control hardware and software. Its first commercial application, RedEye, turns the iPad, iPhone or 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 Krome Technologies

Krome Technologies (<http://www.krome.co.nz/>) is New Zealand's leading digital Hi-Fi distributor. Krome travels around the world for its resellers in search of Hi-Fi and home automation products that combine quality with attitude, style and inspired design. Krome is New Zealand's sole distributor for Buffalo, PS Audio, RedEye and Sonos. Krome's digital media products and services include The RipFactory and Playback Systems. Krome Technologies is a 100 percent New Zealand owned and operated company, established in Auckland in 2003.

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