

FOR IMMEDIATE RELEASE

Chile Says Bienvenido to RedEye Remotes for iPad, iPhone and iPod touch

ThinkFlood and Peluque's Supplies partner to sell RedEye universal remotes in Chile

Waltham, MA and Santiago, Chile – July 6, 2010 – ThinkFlood (<http://thinkflood.com/>), maker of RedEye remotes for iPad, iPhone and iPod touch, and Peluque's Supplies (<http://www.peluques.cl/>), Chilean distributor of computer peripherals and networking equipment, today announced a strategic partnership to address consumer and reseller demand in Chile.

Peluque's Supplies is South America's first distributor of ThinkFlood's RedEye remotes, products that turn the iPhone, iPod touch and iPad into networked universal remotes that offer high-end functionality at an affordable price.

Using an Apple iPhone, iPod touch or iPad 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 and more.

"Our local market is ready for Redeye remotes for several reasons: our customers are asking more and more questions about affordable home automation products, and analysts predict that Chile's AV device market will grow by nearly five percent each year for the next four years," said Pedro Avendaño, CEO of Peluque's Supplies. "We are confident that our customers will love using their mobile phone or MP3 player instead of a traditional universal remote."

"This partnership represents an opportunity to build the RedEye remote brand in a new market through Peluque's Supplies' extensive and reputable network of resellers," said Adam Shapiro, ThinkFlood founder and Vice President of Operations. "RedEye products are already popular in Brazil, so we're thrilled to expand our presence in South America with Peluque's Supplies as our exclusive distributor to Chile's computer peripherals market."

About ThinkFlood

ThinkFlood (<http://thinkflood.com/>) designs and develops 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 universal remote control products 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, USA. 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 Peluque's Supplies

Peluque's Supplies (http://www.peluques.cl) is a visionary consumer electronics company located in Santiago, the capital city of Chile. Peluque's Supplies is a Chilean distributor of computer peripherals and networking equipment. The company's newest business unit, Ptech, was recently created to meet the local market's growing demand for affordable home automation technology.

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