

FOR IMMEDIATE RELEASE

RedEye Controls Arrive in Middle East

***ThinkFlood appoints GR Media Solutions as distribution partner
to open new markets for RedEye controls***

Dubai, UAE and Waltham, MA – February 01, 2011 – ThinkFlood (<http://thinkflood.com>), maker of RedEye controls, and GR Media Solutions (<http://www.grmediasolutions.com>) today announced an exclusive distribution partnership to meet demand for the RedEye product line in Egypt, Lebanon, Jordan, Qatar, the UAE, Kuwait, Saudi Arabia, and Oman.

RedEye products turn networked devices, such as PCs, iPhones, iPads, or iPods, into control devices for home theaters, lighting, and more.

“Dubai’s thriving consumer electronics market has a rapidly increasing demand for innovative home control solutions like RedEye,” said Maged Fawzi, Director of Business Development for GR Media Solutions. “At GR Media, we take great pride in bringing the latest award-winning consumer and professional home theater solutions such as B&W, Sonos, and now RedEye to Dubai.”

ThinkFlood representatives say that evaluating a distribution partner’s commitment to customer service is a key part of determining which companies will carry the RedEye line.

“Working to meet increasing international demand for RedEye controls can be tricky – it’s critical to partner with the right distributors,” said Phil Davis, Vice President of Sales for ThinkFlood. “GR Media is a great fit as they understand how to provide to Dubai dealers and retailers the proper resources and technical support which equate to an unrivaled level of customer service.”

RedEye controls will be available to leading retailers, custom installers and systems integrators in the Middle East through GR Media Solutions beginning in February.

About GR Media Solutions

GR Media Solutions (<http://www.grmediasolutions.com/>) brings the world’s premium audio and video brands to the Middle East’s leading custom installers, systems integrators, and retailers. GR Media Solutions delivers some of the high-end audio and video world’s best names: Bowers & Wilkins, Classé, Rotel, Runco, Stewart Filmscreen, Kaleidescape, Sonos, Nevo, and Straight Wire all award-winning brands.

About ThinkFlood

ThinkFlood (<http://thinkflood.com/>) designs and develops remote control hardware and software. Its RedEye line of universal remote control products for mobile phones, MP3 players, tablets and PCs offers features and functionality previously available only in remotes priced several times as much. ThinkFlood is a privately held company headquartered in Waltham, Massachusetts.

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