

FOR IMMEDIATE RELEASE

RedEye Extends Channel Guide Reach to More Countries

Customers in Brazil, Germany, Denmark, Sweden, Norway, Finland, Poland, Italy, and Turkey benefit

Waltham, MA – August 24, 2011 – ThinkFlood (<http://thinkflood.com>), maker of award-winning RedEye universal remote control products, today announced application changes that bring its free, fully-integrated television program guide to owners of RedEye products in Europe and South America.

ThinkFlood customers in Brazil, Germany, Sweden, Norway, Denmark, Finland, Poland, Italy, and Turkey can now use the RedEye universal remote app to access local programming information. The colorful, hi-resolution channel guide includes information and program descriptions with details for broadcast, satellite, and cable television.

ThinkFlood representatives say the channel guide has been a top request since last year when they released the feature for the United States and Canada.

“When we saw the immediate popularity of our North American channel guide integration, we knew that we had to bring this capability to other markets,” said Adam Shapiro, vice president and co-founder of ThinkFlood. “Beginning with the UK and Ireland earlier this year, we continue to push the service forward to the benefit of our customers and sales partners in these regions.”

This update makes RedEye the only customizable, universal remote control system with a fully-integrated channel guide in over a dozen countries.

“Remote control should not always be about button pushing,” said Matt Eagar, ThinkFlood founder and president. “We believe the future is to use the power of these mobile, networked devices to find and select content. Our channel guide is the first step down this path.”

About ThinkFlood

ThinkFlood develops and markets next-generation remote control systems. Its award-winning RedEye platform for smartphones, tablets, and PCs offers multi-platform, multi-user control designed specifically for today’s networked lifestyle. ThinkFlood is a privately held company headquartered in Waltham, Massachusetts. For more information, please visit <http://thinkflood.com/>.

Newsletter – <http://thinkflood.com/news/newsletter/>

Facebook – <http://www.facebook.com/thinkredeye>

YouTube – <http://www.youtube.com/redeyereMOTE>

Twitter - <http://twitter.com/redeyereMOTE>

Contact:

April Mendez, PR Manager

media@thinkflood.com

617-299-2000 x1005

###