



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

NEWS RELEASE

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ERA and InventHelp® Partner to Host InventHelp®-INPEX New Product Showcase

Inventor's Competition Will be Featured at 2009 ERA D2C Convention

ARLINGTON, Va. – July 27, 2009 – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, today announced an exclusive partnership with InventHelp® to host the InventHelp®-INPEX New Product Showcase at the 2009 ERA D2C Convention in Las Vegas, September 13-15, 2009.

“ERA is dedicated to supporting entrepreneurs by providing them an effective means to market their innovative products,” said Julie Coons, ERA’s president and CEO. “Partnering with InventHelp is a perfect fit. By co-locating the InventHelp-INPEX New Product Showcase at our D2C Convention, we’ll be able to provide a great venue in which inventors can meet directly with the industry players who can take those products to the mass market.”

The InventHelp®-INPEX New Product Showcase provides inventors with a two-minute opportunity to present their new products to top retailers in the direct response industry. A panel of expert judges will select the top two products, which will then be featured in a pitchmen duel with leading TV pitchmen on the second day of the event.

“We are pleased to be working with ERA to bring the New Product Showcase to the D2C show,” said Nicole Hait, director of INPEX®. “This event will give inventors an unmatched opportunity to

have first-hand access to those companies that are seeking the next addition to their product line.”

The InventHelp®-INPEX New Product Showcase will take place Monday, September 14 from 1 p.m. to 3 p.m. in the Product Theater on the 2009 D2C show floor in the Paris Hotel. The pitchmen duel will take place September 15 from 3 p.m. to 4:30 p.m. at the D2C Catwalk on the show floor.

About InventHelp

InventHelp, "The Invent Help People," is America's leading inventor service company. We attempt to submit our clients' invention ideas to industry in the hope of obtaining a good faith review. We use a variety of methods in our attempts to submit an idea or new invention to industry. This includes contacting companies through mailings, publicity, advertising and attendance at trade shows. InventHelp works with its sister company, Intromark Incorporated, in the event substantial interest is expressed by a company in an invention. InventHelp clients may participate in the Invention New Product Exposition (INPEX®) – held each year in Pittsburgh – where inventions and new ideas from around the world are exhibited.

About the 2009 ERA D2C Convention

The Electronic Retailing Association's 2009 ERA D2C Convention is the 19th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as wide variety of events on the trade show floor. For more information, please visit www.D2Cshow.org.

About the Electronic Retailing Association

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit www.retailing.org.