



FOR IMMEDIATE RELEASE

NEET Products Introduces Cable Keeper for Q3 of 2014

NEET Products introduces new invention, NEET Cable Keeper, a stylish and colorful cable management product designed to help organize, protect and identify mobile device cables.

Fontana, California – August 29, 2014 – NEET is the first cable management product of its kind created to custom fit the latest electronic cords. The NEET Cable Keeper is a sleeve made with vibrant fabric that feels great to the touch and has a wire designed to allow users form the cable and prevent tangles. Installation is simple with the full zipper opening, allowing for one or more cables to be added with ease. The NEET Cable Keeper is designed to eliminate frustrating cable tangles. Guaranteed!

The NEET Cable Keeper is a multifunctional cable management solution that will organize, protect and help users identify their mobile device cables. The patented sewn-in structure wire allows you to easily organize and hold your cables into compact shapes, saving time and headaches from tangled wires. The colorful fabric sleeve also acts as a protective shield and it allows for adjusting the length of the electronic cords with a simple tuck.

To easily identify your cable, the NEET Cable Keeper has a variety of colors available to consumers. It is available in Black, Blue, Gold, Green, Light Blue, Pink, Purple, Red, Silver, White and Yellow with plans for more colors, designs and customization options to be rolled out in the future. The many colors available allows for color-coding cables and give users the ability to add personal style and flair to their mobile device.

The founder of NEET, Peter Chin, is the spark behind the design and innovation. Chin explained, “In this growing tech age I wanted to develop a product that was sleek, sexy and provide a creative solution to the common frustrations with tangled cables. I think we accomplished it and then some. The fabric material is strong and comfortable, the colors are vibrant and very stylish. The addition of the zipper running the full length of the Cable Keeper allows our users to fit virtually any cable they want, even multiples with just a simple feed and zip. The world’s problem with tangled cables has finally been solved.”

Chin has been in the manufacturing business for over twenty years and understands the intertwined relationship between hot trends, high quality and evolving technology. The idea for NEET came to him after he watched a store clerk creatively wrap his wife's new necklace to keep it from tangling. Within a week, NEET was born.

"We're looking at the most commonly used electronic products and have plans to develop new NEET models and colors to custom fit each of them. We already are looking forward to the future," Chin added. "Next in line we are going to have NEET available for computer cords and even for industrial work."

The NEET Cable Keeper launched in at the beginning of May 2014. NEET Products will be sold online Amazon US, Amazon UK, Apple Premium Resellers network and *neetproducts.com*. Retail outlets include Ontario Mills mall in Southern California and will be available in Fall 2014 at select retailers throughout Asia and Europe.



NEET Cable Keeper compacting everyday wire tangles tangles.



Examples of NEET Cable Keeper uses.



organize



Store your cables with ease.

protect



Reduces torn tips.

identify



Easily identify your cables.



**No More Tangles
GUARANTEED**

The NEET Keeper has a supporting wire within the seams to provide protection and structure to avoid tangles.

PATENTED TECHNOLOGY

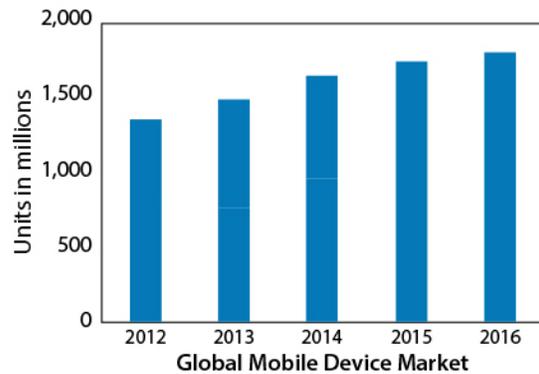
Materials	Zipper – Nylon coil zipper with metal slider Fabric – Strong, vibrant polyester Wrapping wire – Metal Alloy
Dimensions (LxWxD)	Length – 36 inches (1 Meter Class) Width – 0.35 inches (1.3 Centimeters) Depth – 0.1 inches (0.2 Centimeters)
Box Dimensions (LxWxD)	Length – 7.75 inches (19.8 Centimeters) Width – 2.5 inches (6.5 Centimeters) Depth – 0.75 inches (2 Centimeters)
Weight	0.3 oz (8.5 grams)

| About NEET Products |

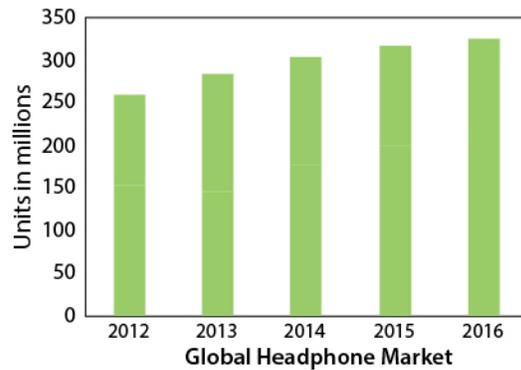
NEET Products specializes in the best cable management product in the world. Headquartered in Fontana, California, NEET Products operates primarily in the United States aiming to expand into the global market. The majority of the company's revenue will come from the NEET Cable Keeper mobile, which will provide users with a solution for tangled mobile device cables for Apple, HTC, Samsung, LG, Sony and many more. NEET Products will also release versions of the NEET Cable Keeper for laptop computers, A/V Home Entertainment and ear buds/headphones in 2014. NEET Products is known for its innovative design, the exceptional standard of its customer service and creativity. By producing a simple, stylish solution to the cable tangle problem, NEET Products helps consumers organize the way they store and use cables while providing one less problem for mankind. .

For further information, please visit neetproducts.com

Projected Global Sales Trends for Mobile Devices



Data taken from CCS Insight



Data taken from FutureSource Consulting Ltd

Key characteristics:

Organize – Protect – Identify

If you've got smart devices chances are you've got messy cables. That's why we created the NEET Cable Keeper, a universal organizer for all your mobile device and electronic cables. Easily feed any mobile device cable through the NEET Cable Keeper to instantly make it tangle proof and fashionable. The vibrant fabric is strong enough to protect cables from the hazards of everyday unplugging and usage. With NEET Cable Keeper you can combine multiple wires together, customize their length or even wear them around your wrist with style. NEET Sleeve comes in several colors so you can keep track of your things at a glance and get on with your busy life. No more tangles... Guaranteed!

Social Media:

Users will be encouraged to share their unique usage of NEET Products through social media outlets such as Instagram, Facebook, Twitter, and Youtube.

The NEET Cable Keeper will also have the demo team, the NEET Fleet, giving live presentations of the products and its fun applications.

Price:

The NEET Cable Keeper will retail at USD \$8 -15 for the sleeve only versions.

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