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HARDWARE RETAILERS GO APE OVER THE MONKEY HOOK™

--New Picture Hanger Receives DIY Retailing's "Retailer's Choice Award"--

LAS VEGAS, NV – At the 60th Annual Hardware Show, a selected panel of 6 Hardware Retail Executives, sponsored by Do-It-Yourself Retailing Magazine, scoured over 3,200 Exhibitors' Booths representing over 500,000 products in search of items worthy of the Magazine's "Retailers CHOICE Award". When the votes were counted, The Monkey Hook™, a 'no-tool' picture hanger for drywall, was one of just two winners selected by multiple panelists.

The Monkey Hook™ is a new, patent-pending picture hanger for use on drywall where no stud is present. It installs by hand in seconds and has a 'self-locking' feature that enables it to hold 50 lbs., more than most pictures or wall décor actually weigh. It has a self-boring tip that, using simple hand pressure, eliminates the need for a drill or hammer to penetrate the drywall. It can be ordered online at www.monkeyhook.com, or by calling 1-866-ONE-HOOK (866-663-4665). The product can be purchased in pack quantities for just one room or for the entire home.

"Our booth was always jammed, but this was our first show so we weren't immediately aware how well things were going," said Marjie Betz, a Principal of the Company. "After the nominations and hearing from other exhibitors, we knew our first show was going very well." One of the retailers who was convinced was Crown Hardware, one of ACE's largest groups, located in Orange County, CA, who agreed to put the Monkey Hook in all its stores.

Craig Cowart, VP Merchandising and Marketing for Marvin's, a 25-store group of retail Home Centers in the Southeastern US, was one of the panelists who chose the Monkey Hook. "Our mission is to make our customers' lives easier. With no tools needed and such ease of use, the Monkey Hook does just that. Its exactly what we look for", said Cowart. Gig Harbor Ace Hardware owner Maggie Garber also voted for The Monkey Hook™.

Company Background

The Monkey Hook, LLC, based in South Orange County, CA, was founded in 2004 and began sales in October 2004. Its flagship product, The Monkey Hook™ was designed to solve the problem of needing a wall stud in order to hand a picture securely on drywall. In addition to selling through Retailers, The Monkey Hook markets through targeted direct-response vehicles, to both consumers and commercial customers.

A publication of the National Hardware Retailers' Association, Do-It-Yourself Retailing Magazine has a total circulation of over 60,000 reaching nearly 50,000 US retail establishments.

A full press kit, including downloadable Monkey Hook™ images, is available at:

http://www.newswire1.net/NW2005/A_IMP_CH/IMP_WRENCH_042805