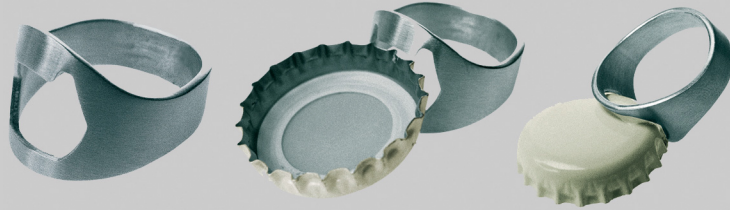


Press Release



Ring Thing - the fashionable bottle opener!

Perfect for the fashion conscious drinker, here comes a stainless steel finger gizmo that performs an essential service: the stylish & fashionable Ring Thing is a handy little bottle opener.

Yep. Made from stainless steel, the Ring Thing is comfortable to wear, easy to use, guaranteed for life and available in all sizes for both guys and gals. From fashion gurus to bar staff, university students to campers, even bikers to barflies - it seems about everyone who well...loves to drink, just can't get enough of the Ring Thing.

Party people first started flashing their Ring Things in Germany, where aristocratic and eccentric engineers, Georg von Koenemann and Alfred Grund designed this important social lubricant. Known as "Der Flashenoffner-Ring" (bottle opener ring), it quickly became a craze across the land of Oktoberfest (Germany).

Indeed, the Ring Thing turns bottle topping into crowd-pleasing performance art. The well fingered wearer's biggest problems (apart from becoming the centre of attention) are shouts of "let me try!", "where did you get that ring?" and "I want yours...now!"

Warning: The ability to remove bottle top caps with a flick of the finger elicits envy. Wearers should expect ownership issues. Buying spares is strongly recommended.

With a RRP of \$19.95 the Ring Thing is currently only available online through www.LatestBuy.com.au, but soon to be available in stores Australia wide.

LatestBuy is the exclusive distributor of the Ring Thing in Australia and New Zealand
LatestBuy was established in 2003 as an Internet based business specialising in the distribution and retail of the "latest" and unique consumer products from around the world. LatestBuy focuses on identifying products with limited Australian availability, but proven global interest.

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Hi-res images available upon request