

NEWS RELEASE
Media Contact: Robert Bellows

WHO: Cable-Safe, Inc.
WHAT: Introduction of The Complete Cable Manager
WHERE: www.cable-safe.com or 1-800-830-6322
PRICE: \$34.95

The Holiday Gift for the Computer User Who Has Everything:
The Complete Cable Manager
Give the gift of organized cables and a clean floor

BOULDER, CO (August, 2004)—For those of us who use a computer, there's most likely a big problem under our desks. Don't look now, but up to a dozen cables are laying in a tangled mess at your feet. And not only is this rat's nest unsightly, it's also a haven for dust, debris and potential disaster.

To the rescue comes **The Complete Cable Manager** from Cable-Safe®, the first product of its kind designed to once and for all get your cables organized and off the floor. And make no mistake, this is no plastic toy, as you'll see by the strength and durability of the materials used and the practical elegance of its design.

Developed in Boulder, Colorado, by a team of techies who spent two years on its R&D, the feature-laden Cable Manager comes with the hardware for a variety of mounting options, ingenious color-coded stickers to identify each cable, handy cable straps and even three tiny bungee-type cords you can use to secure a modem, hub, or power adapter to its adjustable CableHook shelf. This is the Lamborghini of cable management.

"Many of us are in denial that we've lost control of that region below our desktops," says Robert Bellows, co-founder of Cable-Safe. "As we've added hardware, the cables that link them have multiplied but at the same time they've been ignored. It's become a huge mess. Cable-Safe makes it easy to change that and regain control."

—More—

Made in America from a molded, fiber reinforced nylon that can accommodate up to 14 cables and 10 lbs of gear, The Complete Cable Manager is the smart solution for the condition known as “cable-ghetti,” a term that’s sprung from the lexicon of the tech-sector. “This product has been beta tested and really put through its paces in the field,” says Bellows. “Working with IT guys and gals in the workplace has given us the feedback we’ve needed to make a product that really performs. We offer it with a 10-year limited warranty.”

During their R&D phase, Bellows and his team heard all the stories about cable dilemmas and disasters and used many of them as a foundation for creating their product. “One IT guy we interviewed told us a story of how he’d placed a Tic Tac alongside a tangled heap of cables to see if the cleaning crew would notice or remove it,” says Bellows. “After three months it was still there. But who knows, maybe that was preferable to seeing your router cable sucked up by an industrial-strength vacuum.” Another story, with more serious consequences, centered on a lawsuit brought by an employee injured after a nasty trip over a cable..

“It seems that everybody has this messy and potentially dangerous cable situation,” Bellows says, “but up until now, the solutions have been limited. The Complete Cable Manger offers several mounting options and tremendous flexibility. And as far as the quality goes, you can tell that it’s a precision piece of goods as soon as you pick it up. We take our cable management pretty seriously.”

The Complete Cable Manager is available for \$34.95 online at www.cable-safe.com.

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