

FOR IMMEDIATE RELEASE:

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St. Paul Couple Featured on *The Tonight Show with Jay Leno* Wednesday, June 13

St. Paul, MN, June 13, 2007 — Kelly and Kyrsten Braun of St. Paul, Minn., were featured on *The Tonight Show with Jay Leno* Wednesday on the “Pitch to America” segment, where they presented Kyrsten’s invention – *PillowNotes* – to Jay’s audience. The segment is one of several that were taped during the annual INPEX® convention, America’s largest invention trade show, June 6-9 in Pittsburgh. After watching a tape of featured inventions, Jay asked his audience to rate each product as “sold” or “not sold” and then revealed the results. Based on the various opportunities the Brauns have received to sell *PillowNotes* through other Web sites, as well as retailers, their product received a “sold” classification.

“When we went to INPEX, we were well aware of the opportunity to have a taping with Jay Leno’s crew, but had no idea we would actually get on the show,” said Kyrsten. “There were close to one thousand inventors at INPEX and only a fraction of them were taped for Jay’s show. Of that total, only around 20 were expected to be featured on up to three episodes. So, we obviously are thrilled that our pitch was broadcast.”

Kelly, Kyrsten’s husband and business partner, was amazed, too. “It was a bit of a slap in the face when Jay pointed out that we would be good candidates for the seat belt extender – a product pitched by one of the other featured inventors – but, hey, no publicity is bad publicity.”

Decorative pillows by day and convenient desktops at night, *PillowNotes* include everything you need to jot down a note while in bed – a light, notepad and pen. The pillow is intended to remain in the owner’s bed at all times so he or she always has a place to jot down a unique idea, important reminder or unusual dream. The pillow is designed to look like a typical throw pillow but opens up to reveal a functional desktop. At night, the owner simply props it above his or her typical pillow – against the headboard – so it’s easily accessible. An added benefit of *PillowNotes* is that all of the components are silent, unlike a recording device. This includes the magnetic snap, minimal (and even optional) light and twist pen. This helps to ensure the owner’s sleeping spouse or partner is not awakened when the product is used.

“I actually came up with the idea for *PillowNotes* in the middle of the night, when I needed my product,” said Kyrsten, “but I had to get out of bed, go to the kitchen, turn on the light, get out a notepad and pen, and write down my thoughts. I can’t tell you how many times I forgot ideas because I didn’t get out of bed to write them down. Now that I have *PillowNotes*, I never have to worry about forgetting things.”

For additional information about *PillowNotes* or the Brauns’ appearance on *The Tonight Show with Jay Leno*, visit pillownotes.com or send an e-mail to info@pillownotes.com.

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