

Contact: **Jeremy Pemble**
 JLM Partners for Hillcrest
 Phone: (206) 381-3600
 Jeremy@jlmpartners.com

HILLCREST LABS' LOOP™ POINTER NAMED AS CES INNOVATIONS 2010 DESIGN AND ENGINEERING AWARD HONOREE

New York, NY and Rockville, MD, November 10, 2009 – Hillcrest Labs today announced that it has been named an International CES Innovations 2010 Design and Engineering Awards Honoree for its groundbreaking Loop™ pointer. The Loop pointer is an in-air mouse designed for the growing number of consumers who enjoy Internet entertainment on their PC or Mac® or connect their computer to a television. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design and engineering in cutting edge consumer electronics products across 36 product categories.

The Loop pointer's distinctive design is round and ergonomic with just four buttons and a scroll wheel. Using Hillcrest Labs' patented Freespace® motion control technology, the Loop pointer lets consumers control an on-screen cursor with natural hand motions. Consumers can lean back, relax, hold the device in any position, and control their favorite online video sites, photo sites, music sites, and more on the computer or television screen. Consumers can purchase the Loop pointer at www.hillcrestlabs.com/loop or www.amazon.com for just \$77 as part of a current promotion.

“There are now millions of households in the U.S. where people view Internet content on their computer or connect their computer to the television. The Loop pointer provides them with an engaging way to search, browse and navigate their favorite sites or personal media when not sitting at a desk,” said Dan Simpkins, CEO and founder of Hillcrest Labs. “We are honored to be a CES Innovations 2010 Design and Engineering Award Honoree.”

The prestigious Innovations Design and Engineering Awards have been recognizing achievements in product design and engineering since 1976. It is sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world's largest consumer technology tradeshow, and endorsed by the Industrial Designers Society of America (IDSA), the voice of industrial design, committed to advancing the profession through education, information, community and advocacy.

Hillcrest's Loop pointer will be displayed at the 2010 International CES, which runs January 7-10, 2010 in Las Vegas, Nevada. The Innovations Design and Engineering Showcase will feature honorees by product category in the Grand Lobby of the Las

Vegas Convention Center and will also be featured at CES Unveiled: The Official Press Event of the International CES on Tuesday, January 5.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities, using photos provided
- The product's intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs.

Innovations 2010 Design and Engineering honoree products are featured on www.CESweb.org/Innovations, which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

About Hillcrest Labs:

[Hillcrest Laboratories](http://www.hillcrestlabs.com) (a.k.a. Hillcrest Labs) sells an interactive media system for TV called HōME™, which enables consumer electronics manufacturers and service providers to create unique interactive digital media products for TV and other digital media devices. Applications made with HōME are controlled by pointing and provide consumers an intuitive way to browse, discover, and interact with large volumes of digital media. Hillcrest Labs' pointing technology, called [Freespace®](#), can be used in a wide range of consumer devices including remote controls, PC mice, and game controllers. Freespace technology is also used in Hillcrest's [Loop™](#) pointer, a direct-to-consumer in-air mouse for TV that lets users control an on-screen cursor with a flick of the wrist and navigate the Web or their home media content on TV. The award-winning Loop pointer is round and ergonomic with just four buttons and a scroll wheel. HōME and Freespace have received numerous awards and recognitions including the CES Innovations Award, Popular Mechanics' Editors Choice, PC World's 100 Best Products and Greatest Tech Designs and others. Based in Rockville, Maryland, Hillcrest Labs was founded in 2001 by Dan Simpkins. The company is funded by NEA, AllianceBernstein, Columbia Capital, and Grotech Ventures. For additional information, visit www.hillcrestlabs.com.

All product and service names listed in this release remain property of their parent companies and do not indicate official support or endorsement for the Loop pointer or Hillcrest Labs. Mac® is a registered trademark of Apple Inc. All other trademarks are the property of their respective owners Hillcrest Labs, Freespace, and the Loop are trademarks of Hillcrest Laboratories, Inc.

###