

AVAC Investment Enables Market Expansion

FOR IMMEDIATE RELEASE ((Calgary, Alberta))

The Calgary company that revolutionized the art of picture hanging in North America will use an \$875,000 influx of cash from the Alberta-based venture investor AVAC Ltd. to expand its markets, develop new sales channels and boost its product line, says Kelly Krake, President and CEO, Under The Roof Decorating (UTRD).



Introduced in 2006, UTRD's Hang & Level™ took the decorating market by storm when it made picture hanging quick and easy by marking exactly where the nail or hook goes. This tool gives homeowners the confidence they need to hang their wall décor exactly where they want without making extra holes in their walls.

Hang & Level™ can be used with the company's second product line, Deco Nails™. These nails enable users to hang pictures easily, safely and accurately, without using unsightly wall anchors or trying to find a stud.

The company's third product is an innovative, colorful, decorative and fun doorstop, called Stoppy.

The \$875,000 investment by AVAC Ltd. "will do a lot to help us grow our business," notes Krake. He started UTRD with Liette Tousignant, his wife and a successful interior decorator. Tousignant currently serves as VP marketing and new products.

"We're proud to announce that we have a new product coming out in October and several more are in the works. Our current products are available at all major Canadian retailers including Canadian Tire, Bed, Bath & Beyond, Home Outfitters, Home Hardware and Home Depot and in the U.S. at Home Depot, Bed Bath & Beyond, Office Max and ACE Hardware. With this injection of money, we can move things forward much faster. It's like a booster rocket for our business plan," says Krake.

UTRD shows "that inventive Alberta-based technology comes in all shapes and sizes. This company is a good fit with the AVAC's Capacity Builder program, which is designed to help companies take their business to the next level in terms of market development and expansion," says Craig Urton, AVAC Investment Manager. "Under The Roof Decorating has already demonstrated the value of innovation and entrepreneurship in the home decorating market and AVAC is pleased to be able to help them use their patented products to strengthen their place in a competitive market."

A private not-for-profit company that invests strategically in promising early-stage commercial

businesses, AVAC Ltd. focuses on the expansion of Alberta's value-added agri-business, information and communication technologies, life sciences, and other industrial technology sectors, and is also Alberta's leading fund-of-fund investor in early stage venture capital, says Ross Bricker, AVAC President and CEO.

Incorporated in 1997 with the support of the Alberta and Canadian Governments, AVAC has invested in and provided guidance to more than 110 early-stage companies based in Alberta. Committing over \$103 million of investment to date, the venture investor has also supported 38 agricultural research programs and projects and invested in three venture capital funds.

"To date, the companies who AVAC has invested in have reported more than \$325 million in aggregate project-related sales," adds Bricker.

UTRD currently employs eight people in Calgary and a VP of sales in New Jersey, with new hires coming on soon.

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