

The Monkey Hook, LLC

Fact Sheet and Managing Member Bio

The Monkey Hook, LLC was founded in 2004 based on a passion for a product that its founders believed should be in every building in America. The product brings major innovation to a product category where innovation rarely occurs – picture-hanging hardware.

The product is called the Monkey Hook and is unique because it enables someone to install it in drywall in just a few seconds using no tools and hangs an object weighing up to 50 lbs. It takes all the complexity and frustration out of hanging pictures.

The Monkey Hook, LLC, based in Southern California, is currently pursuing a variety of marketing channels including retail, direct-response, commercial, and eCommerce. The Company began selling product in October 2004 through targeted web-based programs and sold thousands during its first campaign with a major news website. Since then, Monkey Hooks have been placed into 7 retail locations as well. As an Exhibitor and sponsor of the 60th Annual Hardware Show being held in Las Vegas, the Company hopes to gain exposure, interest and orders from the retail trade, both large and small.

A core component of the Company's communication is authentic consumer testimonials, which it lists on its website, www.monkeyhook.com.

Bio - David Kurrasch
Managing Member

Mr. Kurrasch built a reputation over 17 years (1983-1998) as a savvy global brand marketer with companies like Hunt-Wesson (now ConAgra) and Del Monte Foods. He was responsible for establishing pasta sauce businesses for both companies, introducing diced tomatoes to every market in the US (Del Monte) before any other competitor and creating what is now a \$160 million annual business for Del Monte, and for turning around Del Monte's canned vegetable line by repositioning the brand around *FreshCut*, and by implementing more effective and efficient consumer promotions which improved company profitability and enabled the Company to be sold at a premium price to Texas Pacific Group after a disastrous LBO. He established the Monkey Hook as a virtual company, where he handles the marketing activities.

Kurrasch is married with four children, and earned a Business degree (1980) as well as an MBA (1983) from the University of Southern California.

Key Members (Investors) include:

Kelly Davis, Insurance Agent

Tom DiStanislao, General Manager of a Credit Reporting Agency

Marjie Sopko, Independent CPA

Andrew Baldocchi, VP Sales and Marketing with a Telecommunications company

Ellie Kurrasch, Retired Aerospace Executive

The Amazing Monkey Hook® Features, Advantages, and Benefits

FEATURE	ADVANTAGE	BENEFIT
UNIQUE PATENT-PENDING DESIGN	TRANSFERS WEIGHT OF OBJECT FROM HOLE TO THE WALL ITSELF	HANG UP TO 50 LBS. PER HOOK WITH EASE
EZ' SELF-BORING TIP	NO TOOLS NEEDED; JUST PUSH, TWIST AND INSERT!	QUICK AND EASY! COMPLETE YOUR PROJECT IN JUST SECONDS
MADE OF SUPER-STRONG SPRING STEEL	THIN WIRE GAGUE MAKES ONLY A TINY HOLE IN WALL	ELIMINATES EXCESS WALL DAMAGE; NO BIG UGLY HOLES
NO WALL STUD IS REQUIRED	USE ON ANY GRADE DRYWALL WHERE THERE IS NO STUD	HANG YOUR PICTURE OR MIRROR EXACTLY WHERE YOU WANT IT!
SELF-LOCKING MECHANISM	HOOK SECURES TIGHTLY TO INSIDE OF WALL	NO SLIPPING; HANG ANYTHING WITH CONFIDENCE!
UNIVERSAL SIZE	USE FOR ANY FRAME, MIRROR OR WALL DÉCOR UP TO 50 LBS. PER HOOK	NO DECISIONS TO MAKE. ONE SIMPLE SOLUTION
LOW PROFILE	NOMINALLY VISIBLE	PEOPLE NOTICE YOUR PICTURE, NOT YOUR HARDWARE
UNIQUE 'TILT-BACK' TIP	DIRECTS TIP OF HOOK AWAY FROM BACKING MATERIAL	MINIMIZES CHANCE OF ANY DAMAGE TO PICTURE BACKING
TROPICALIZED ZINC COATING PROVIDES RICH GOLD FINISH	PROVIDES LIFETIME PROTECTION TO CARBON STEEL MATERIAL	MATCHES MOST INTERIOR HARDWARE; GUARANTEED NEVER TO CORRODE



FREQUENTLY ASKED QUESTIONS

1. **HOW DID YOU COME UP WITH THIS PRODUCT?** We worked with our engineer to incorporate some significant new features into a product design we felt consumers would find compelling for picture hanging on drywall.
2. **IS THE MONKEY HOOK PATENTED?** We hold a provisional patent and our application for non-provisional patent is pending with the United States Patent and Trademark Office.
3. **DOES THE MONKEY HOOK REALLY HOLD 50 LBS?** Yes. An independent Engineering Firm has tested the Monkey Hook. The results of this test are the basis for our 50 lb. rating on the product.
4. **WHAT RESPONSE ARE YOU GETTING FROM CONSUMERS?** The typical response we get from a consumer, when they try the product for the first time, is “WOW!” Through our testimonials, we hear so many great stories of people’s experiences with The Monkey Hook that we have decided to incorporate Testimonials as a key part of our marketing effort. There’s nothing not to love about this product!
5. **DO YOU HAVE OTHER PRODUCTS?** We do have several additional products in various stages of development, however the focus of our current marketing and sales efforts is our original Monkey Hook design. Retailers today look for innovation and variety. We plan to give them both as we build our brand and product line with the consumer.
6. **WHERE IS THE PRODUCT MADE?** We did a global search, which included Asia, Latin America and the US. This rigorous effort has surprisingly led us to select a manufacturer right in our own back yard of Southern California. The benefits to us are numerous and substantial.
7. **HOW DID YOU COME UP WITH YOUR LOGO DESIGN?** We discovered a boutique firm, Vivid Dream Design, which had just the capabilities we were looking for. We asked the firm to incorporate the product into the Logo.
8. **WHERE DID THE NAME MONKEY HOOK ORIGINATE?** This was the result of a branding exercise we conducted with Lance Blanshei of Freeman Blanshei Partners. A great set of options was presented, but The Monkey Hook was chosen as the best way to capture the uniqueness and efficacy of this amazing product.

9. **DOES THE MONKEY HOOK WORK ON LATH AND PLASTER WALLS?** No. The Monkey Hook is engineered exclusively for use on drywall where there is no stud present. But that doesn't mean some people haven't tried it on plaster walls.
10. **HOW ARE YOU MARKETING THE PRODUCT?** We have a multi-channel strategy that includes retail (traditional hardware, big box, mass merchandise, specialty) but we also believe strongly in eCommerce as a distinct channel, as well as a range of Direct Marketing avenues.
11. **IS THE PRODUCT GUARANTEED?** We will refund the purchase price of the product to any consumer who returns the product to us complete, and in the original packaging. No questions asked. For those who use this product, the product is guaranteed for life against corrosion.
12. **IS THE PRODUCT AVAILABLE AT RETAIL?** We have just begun our push for retail distribution. We have 7 retail stores between three separate customers. From that placement, we have gained much knowledge and are very excited about what this product will be able to do for retailers and their customers.
13. **CAN YOU SUPPLY THE BIG BOX STORES? DO YOU HAVE THE CAPACITY?** We have no meaningful constraints on capacity. We can produce tens of millions, and we hope to do just that.
14. **WILL YOU GO THROUGH DISTRIBUTORS, OR WILL YOU SELL DIRECT TO RETAIL?** We are a small company and would actually prefer to go through a proven distributor with an excellent reputation for customer service at each major account we develop. Currently we are making the calls directly and will solicit the customer, if they show interest, on a distributor they prefer to deal with.
15. **IS THIS THE SAME PRODUCT THAT HAS BEEN SEEN ON QVC?** No. Our product is distinctly different, with features like the 'tilt-back' tip to protect backing on pictures, and our 'self-locking' feature. When you install The Monkey Hook, you can actually feel the self-locking feature engage as you install it in the wall. It is a tangible reassurance to the consumer that the product is going to perform as expected and remain secure.



The Amazing Monkey Hook® Consumer Testimonials

A Sampling Provided here with permission

My name is Susan Hayward; I am a teacher in Colorado Springs. I have had a very heavy mirror sitting on my mantel for months, waiting until someone strong could help me hang it. When I heard about the Monkey Hook, I ordered it and hung that mirror myself in less than 15 minutes, including measuring time! **Thank you so much!**

We love your wonderful "Monkey Hooks". We have used all three (samples) to hang pictures and I have to say they are the **most efficient, strong, easy to use picture hangars we have ever used.** Great design! **Thank you for such a perfect product.**

Mark R. Steelman, Lake Oswego, OR

Used your product and I have to say **it is incredible.** I have arthritis and even I was able to use it with ease. **I will definitely buy more and recommend it to all my friends and relatives.**

Janet Price, Retired, Escondido, Ca

I just ordered my second supply of Monkey hooks and **have been telling everyone (that I like!) about this amazing product!!!!** I feel that truly great things are made to be shared....so all of my friends now know about the Monkey hook! **Just fantastic!!!!**

Kate Passaretti

Dear David

My name is Thomas Brocklebank, I live in Bullhead City, AZ, and I am retired. I used the hooks I got from you through NewsMax and hung two pictures with the greatest of ease, some people were here when I used the hooks and **could not believe how easy they worked.** - Yours truly, Tom

The Amazing Monkey Hook was **extremely easy to use,** and does a great job for hanging pictures-**excellent product! ! !**

Doug Forbes, Middletown, NJ

Such a great invention! I haven't used it yet as we are in a small place with pictures already on the walls. We are going to have a new house in the next 9-12 mos. where I will not only use them, but be sure to order more. I will show my friends too as it really is very, very clever. Husband a structural engineer and agreed that they are very clever!

Leslie Tribolet, Princeville, HI.

You are welcome to use my response. **They are ingenious!**

Sincerely, Jean Darling, Syracuse, Utah

Thank you for your prompt response.

I got my first sample pack through a NewsMax link and **I LOVE the Monkey**

Hook. That's why I ordered two ten-packs - so I can give them two-at-a time as "gifts". I'm hooked on Monkey Hooks! (How corny can you get????) I'll generate some sales for sure!

Thanks,

Stephanie Shedden, Oklahoma City, OK Senior Lease Analyst - Chesapeake Energy Corp.

David, my pictures are happily 'Monkeyhooked' on the wall - and **the hooks work as promised** - easy to install with no mess, and little fuss right where you want them. I cannot confirm that they would hold 50 lbs as none of my hangings approach that - but I will note that, as with other hook options two often work better than one for easier leveling of larger pictures. Your instructions are entirely accurate about "use a nail if you hit a stud" and I might also add that as with any sophisticated device care must be taken - if the hole becomes even slightly oversized during insertion I found it difficult to keep the hook upright before a picture is hung from it. But yes very satisfactorily satisfied my basic need - how to quickly and easily hang some fairly good sized pictures where I wanted them by myself. Don't know if any of this is quotable - but feel free to quote or excerpt if the urge moves you! - Michael Frishman

Dear David,

I am not normally one to give testimonials, as most products are pretty predictable or ordinary. However, when I was offered a free trial pack of your monkey hooks, I was intrigued by the description and promptly ordered a pack of two to see what the product actually looked like and how it performed. It sat around in my home office for a few weeks, as I wanted to show my husband what I had here. Well, when I finally got around to using one of the monkey hooks, I was really unhappy that I only had two. My husband has already used the second one, and I'm anxiously awaiting a shipment of a "home pack" of 50, as I now know how I can get him (or me) to hang the lineup of duck stamp prints I've been bugging him about for years. In addition, those prints in our basement storage room.... And it will all be so easy--just a push into the sheetrock (no tools), a twist, and the hook is ready to hang a picture. **Please thank the inventor of this clever device for me**, and please rush that packet of hooks, as I can't wait to get started!

Cynthia Salzhauer

I was driving to an art showing in California where I had to hang 22 paintings. I can say I was cynical and drove 663 miles with my tools and my nails as backup even though I was assured by the monkey hook man not to worry. **The monkey hooks work!** - the show hanging went smoothly. Thanks for a safe and easy way to hang my watercolors.

MJ Milz, NMWS, www.mjcolors.com

With skepticism and a lack of time I decided to try the "Monkey Hook" to hang a rather large, heavy mirror in my bathroom. Since the placement of the hooks had to be exact, I was apprehensive should I hit a stud in the wall. This was not the case **and I was extremely surprised at how easily the hooks bored through the dry wall** and how easy it made the installation, especially hanging this large mirror by myself. A happy customer!

I'm a believer. The first picture we hung was our wedding picture, and it only took me a few seconds. My wife couldn't believe how easy it was. In fact it was so easy she told me I could hang the next one."

Thanks, I'll be looking for them at the store.

Michael

December 30, 2004

CURRENTS: WHO KNEW?; Now What Is Your Excuse For Not Hanging Mom's Portrait?

By MARIANNE ROHRLICH

Anyone with plasterboard walls knows how frustrating it can be to hang pictures on them. If you don't find a wood stud behind the wall to drive a nail or hook into, the picture, hook and all, can come crashing down. Now there are Monkey Hooks, thin metal hangers that hold fast to wallboard. One end of the hanger has a boring tip that can be pushed through the wall by hand until only a small hook protrudes. One hook can hold up to 50 pounds; more than one is recommended for heavier pictures. A pack of 10 costs \$9.99. Available from (949) 365-5692 or www.monkeyhook.com. MARIANNE ROHRLICH

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<http://www.ctnow.com/features/home/hc-homerangera0114.artjan14.1.1573066.story?coll=hc-headlines-at-home>

Here's The Hook, 'Monkey' Style

No Hammer, No Nails Needed To Hang Pictures

By KORKY VANN

January 14 2005

Once you take down those holiday decorations, un-decked halls can look pretty bare. For most of us, though, hanging pictures is one of the more challenging home décor projects - requiring everything from hammer and nails to a stud finder, tape measure and level. A small California company thinks it has a better solution to the tedious chore with a new product called The Monkey Hook.

The ingenious gizmo offers an easy way to dress your walls - no tools, hardware or

locating studs necessary. Engineered to hang pictures, mirrors or accessories weighing 50 pounds or less, the hook is operated by pushing the self-boring tip into any commercial or residential grade drywall. Once the hook is thread through the wall, a self-locking feature holds the item in place. (The resulting hole is smaller than most nail holes.)

Because the Monkey Hook was launched in September, more than 5,000 have been sold, many to repeat customers, says David Kurrasch, managing member of the Monkey Hook LLC.

"The first thing people say is 'how the heck does this thing work?'" says Kurrasch. "The second thing they say is 'Wow.' There's no delay of gratification. You don't have to worry if you've found a stud or if the nail is secure. When you want to hang a picture, you just pick a spot on the wall and put it up."

Heavier pieces can be mounted using two hooks. A trial pack of two costs \$2.99; a pack of 10 is \$9.99, plus shipping and handling. The Monkey Hook is available at <http://www.monkeyhook.com/> or by calling 1-866-ONE-HOOK.

The logo for Newsday.com, featuring the word "Newsday" in a bold, blue, serif font, followed by ".com" in a smaller, blue, sans-serif font. The text is set against a dark blue background that tapers to the right.

SEEN

For the do-it-yourselfer

Compiled By Gary Dymski

February 3, 2005

Heavy-handed hook (February 3rd, 2005; Gary Dymski)

Hanging photos, paintings and mirrors on nails or hooks in drywall can be a struggle. Monkey Hook to the rescue. Featuring an extra-long, curved shaft and a self-boring bit, the Monkey Hook is inserted into drywall, and the shaft then grips the inside of the wall. Each hook can hold up to 50 pounds. Order a pack of 10 hooks for \$9.99 at MonkeyHook.com or call 866-663-4665.

The Monkey Hook®



[The Money Pit: Cool Products/The Monkey Hook](#)

The Monkey Hook® is a US Patent-Pending lightweight, super-strong spring steel product that enables anyone to hang a picture, mirror, or wall accessory of up to 50 lbs. securely and in just seconds, without the use of any tools.

This product is uniquely engineered to make hanging pictures, mirrors, or anything 'hangable' a simple, easy process anyone can do. Just find the spot where you want to hang the picture and the 'EZ' Self-Boring tip enables you to penetrate the drywall, using simple hand pressure and a back and forth twisting motion. Then, the shaft simply slides through and with a final push the Self-Locking Feature locks the Monkey Hook® securely in place, with only the hook exposed and ready for your ready-to-hang picture. For more information, go to www.monkeyhook.com.

