

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