



## 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.