



FOR IMMEDIATE RELEASE

Viaworld's Power SideKick Wins Three International New Product Awards at the SEMA Show 2005 in Las Vegas

Las Vegas, Nevada -- November 2, 2005, Viaworld Advanced Products wins three prestigious International Best New Product Awards with the Power SideKick™ at the Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nevada. This year over one-thousand new products were introduced at the SEMA Show which made a difficult task to select winners for the panel of international judges representing various automobile enthusiast publications across the globe.

"Learning that the Power SideKick was chosen to receive an award in light of the many great products entered was not at all a surprise to us. We knew we had a great product on our hands but we certainly did not expect that we would be awarded a second and then a third time!", said Ben Totanes, Viaworld's Vice President of Marketing. "Achieving this distinction is hard testimony coming from SEMA, the world's largest aftermarket auto marketing association, that there is a global market opportunity. It is very encouraging to receive a vote of confidence from such a distinguished group of judges.", he adds.

About the Power SideKick

The patented* Power SideKick is a revolutionary all-in-one automobile care system that allows for easy washing, vacuuming, waxing and polishing of any car, SUV, van, marine or aircraft. Its single motor host, similar to a battery-powered drill, uses specially-designed attachments for quick interchanges. It is cordless and comes with a rechargeable battery pack. Simply charge, attach the power wash brush, vacuum, car polish or other attachment, and go. Other equivalent tools, if purchased separately, can cost up to US\$250-300. The Power SideKick combines the most used car care tools in one powerful package at a very attractive price. Other attachments for the home are also under development and will be announced at a later date.

Pricing & Availability

The Power SideKick will begin shipping to select stores in December 2005 at a manufacturer's suggested retail price (MSRP) of \$199.00. National rollout is expected to start by the beginning of 2006 at your favorite national retail outlets.

About Viaworld

Viaworld Advanced Products is a privately-held marketing, manufacturing, research & development company specializing in consumer and electronic products. Our aim is to help consumers by providing innovative products making daily chores safer and easier. Our marketing strategy is to build sustainable, profitable partnerships with major mass merchants and retailers, who in turn would offer our innovative products to customers directly. Viaworld is based in San Jose, California, with manufacturing facilities in China. This infrastructure enables Viaworld to leverage vast manufacturing resources in the Far East.

For more information, please contact Ben Totanes at marketing@viaworld.com.

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