



FOR IMMEDIATE RELEASE

Viaworld Announces the Power Sidekick™

San Jose, California -- October 19, 2005 – Viaworld Advanced Products today introduced the new Power SideKick™, an all-in-one automobile and household care system that can wash, vacuum, wax and polish.

"The Power SideKick is a revolutionary product since it uses a single motor host--similar to a battery powered drill—and specially designed attachments that easily interchanges to convert from power wash brush, car vacuum, wax applicator and polisher", said Ben Totanes, Viaworld's Marketing Vice President. "At this time, we are targeting the car care market, but we are developing other attachments that will enable the Power Sidekick to be used in the home as well. We believe this versatility will make the Power Sidekick one of the most sought-after power washing and cleaning products in very short order".

An included rechargeable battery pack also ensures ease of use compared with the clutter and inconvenience associated with corded devices. Not to mention the added peace of mind of using low voltage Power SideKick in close proximity of water and other liquids. Simply charge, attach the car wash, vacuum, car polish or other attachment, and that's it! Its patented* system allows you to have all of these features using a main unit with attachable tools -- making the Power SideKick the most versatile car and home care system in the market today. Other equivalent tools, if purchased separately, can cost up to \$250-300. The Power SideKick combines the most used car care tools in one powerful package at a very attractive price.

Pricing & Availability

The Power Sidekick will begin shipping in November 2005 for a suggested retail price (MSRP) of \$199.00 (US) for the base model which includes the power brush, power vacuum and polisher. Other attachments for the home are under development and will be announced at a later date

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 marketing@viaworld.com.

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