

## News

### **Innovative Appoints Australian Distributor**

#### **LCDMonitorArms.com.au to exclusively distribute Innovative product within Australia and New Zealand**

**Easton, Pa. – July 18, 2007** –Innovative Office Products Inc. ([www.LCDarms.com](http://www.LCDarms.com)), the leading provider of monitor mounting solutions, has appointed LCDMonitorArms.com.au as its exclusive distributor for Australia and New Zealand.

LCDMonitorArms.com.au ([www.LCDMonitorArms.com.au](http://www.LCDMonitorArms.com.au)) is a subsidiary of Uplifting Solutions Pty Ltd, a Sydney company specializing in the sale of ergonomic furniture. “We are pleased to partner with an experienced ergonomics company like LCDMonitorArms.com.au in offering our leading mounting solutions to the underserved markets of Australia and New Zealand,” said Bud Oddsen, president of Innovative Office Products. “Through LCDMonitorArms.com.au we will be able to better meet the needs of the local market.”

Innovative’s products include the award-winning EVO LCD Arm, a stylish radial arm which levitates a flat panel monitor above the work surface, enabling fingertip adjustment of monitor height and position. All movement is entirely intuitive—there are no buttons or levers.

#### **About LCDMonitorArms.com.au**

LCDMonitorArms.com.au exclusively provides sales and distribution within Australia and New Zealand of mounting solutions manufactured by Innovative Office Products, Inc. Telephone is +61 1300 798 050, fax is +61 1300 798 052, and e-mail is [enquiry@lcdmonitorarms.com.au](mailto:enquiry@lcdmonitorarms.com.au).

#### **About Uplifting Solutions Pty Ltd**

Uplifting Solutions Pty Ltd is a Sydney-based company established in 2000 to resolve back and associated posture problems by applying Alexander Technique principles. The company has expanded to provide a range of commercial and industrial furniture, retaining a strong emphasis on ergonomics consistent with the good posture principles of the Alexander Technique. Telephone is +61 1300 798 050, fax is +61 1300 798 052, and e-mail is [info@uplifting.com.au](mailto:info@uplifting.com.au).

#### **About Innovative Office Products, Inc.**

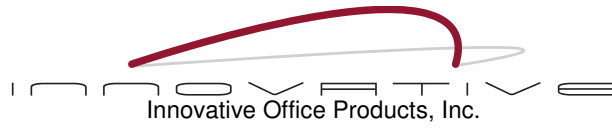
Innovative Office Products, Inc. is an Easton, Pa., manufacturer that designs and builds an industry-leading product line of mounting solutions for computer monitors and keyboards. Founded in 1986, the company produces innovative products and custom-

100 Kuebler Rd.  
Easton, PA 18040

Telephone  
800.524.2744

Fax  
610.253.9521

Web  
[www.lcdarms.com](http://www.lcdarms.com)



designed solutions that serve the needs of such prominent customers as the New York Stock Exchange, IBM, Lockheed Martin and NASA. Design awards received by the company include a 2006 Red Dot Product Design Award, and a silver medal from Business Week magazine's *Best Product Designs Of The Year* for 2002.

-END-