

NEWS RELEASE

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Mobility Aid Recognized: Handybar® Wins 2007 da Vinci Award

Victoria, BC -- The Handybar® disability product has just received another vote of confidence. Its manufacturers, Avenue Innovations Inc., have won a 2007 da Vinci Award.

JoAnne Temple, Research Engineer, Ford Motor Company and da Vinci Search Committee Volunteer, explained the concept behind this prestigious award:

"The da Vinci Awards recognize individuals, organizations and corporations in the engineering, construction and technical fields whose design innovations have exceeded legally mandated requirements, such as the Americans with Disabilities Act, to further empower people with disabilities. The hope is that encouraging such innovations will stimulate investment in and development of further creative advances, ultimately enabling everyone to participate and contribute in all aspects of society."

The overall goals of this recognition venture include honoring those individuals and/or corporations in the engineering, construction and technical realm for their creative and innovative contributions on behalf of individuals with disabilities.

Award winners, including manufacturers of the HandyBar disability product (<http://www.handybar.com/>), will be honored at a "Dinner with da Vinci" celebration on September 28, 2007, at The Ritz Carlton, Dearborn, MI. This special event, sponsored by General Motors, will benefit the National Multiple Sclerosis Society.

HandyBar is a small and simple, yet remarkably effective device that helps the mobility challenged get in and out of cars.

This latest recognition is further indication that awareness of the Handybar mobility aid now has a momentum all of its own. Handybar, already exported to twenty countries around the world, has received unsolicited inquiries from potential distributors in countries as diverse as Turkey and Iceland.

About Avenue Innovations

Avenue Innovations Inc. specializes in innovative and affordable products to enhance one's life in the automobile and home. Avenue Innovations designs, develops, and sells high quality, reasonably priced products through medical device and mass-market distributors.

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