



Contact: Ron Lien  
Atlantic Inc.  
562-903-9550  
[ron@atlantic-inc.com](mailto:ron@atlantic-inc.com)

## NEWS

*For Immediate Release*

### **Atlantic Introduces Over the Arm Remote Caddy™ that Organizes Table Clutter Securely and with Style.**

*Now it's easy to keep all your remotes within reach.*

**SANTE FE SPRINGS, Calif., (November 25, 2009)** —. The invention of the [remote control](#) in the 1960s was greeted with joy by TV watchers around the world. However, the invention of *losing* the remote, shortly thereafter – wasn't quite as joyous. As the number of audiovisual devices consumers have in their homes has proliferated, so have the frustrations of trying to keep remotes under control. While relaxing around the entertainment center, busy families and singles don't want to have to scramble to find the remote they need. To really do its job, any remote control should never be more than an arm's length away.

Atlantic has the solution that will end the remote-finding shuffle – and other forms of table clutter as well. The new Remote Caddy™ is impeccably designed to hold up to four remotes, and/or newspapers, magazines, video game controllers, DVD cases and even a paperback or two in its capacious pockets.

Crafted to fit over the arms of most couches, recliners and chairs, it tucks snugly between the arm and the cushion, held in place by a secure retainer rod. No space is wasted, as the over-arm portion comes complete with an elastic band to hold even more pesky stuff.

Available in tasteful black, the Remote Caddy™ allows the coffee table to resume its place as the decorative focal point of the living room, rather than becoming a dumping ground for remotes, games, DVDs and random reading matter. The Caddy™'s own aesthetic simplicity and unobtrusively efficient design make it a harmonious addition to any home.

The Remote Caddy™ is available at retail for \$9.99.

**About Atlantic Inc.**

For over 24 years, Atlantic Inc. has designed and manufactured innovative and award-winning consumer media storage products that embody the company's philosophy of providing products that are the state-of-the-art in organized living. Atlantic is a category leader in home media storage and a category innovator in home entertainment storage and gaming storage solutions. Based in Santa Fe Springs, Calif., Atlantic has received numerous patents and awards, including 13 Design & Engineering Showcase Honors from the annual Consumer Electronics Show (CES) Innovations Committee. For more information about Atlantic or its products, please visit the company's Web site at [www.atlantic-inc.com](http://www.atlantic-inc.com).

**Editor's Note:** High-resolution images of the Remote Caddy are available by contacting Ron Lien ([ron@atlantic-inc.com](mailto:ron@atlantic-inc.com)).

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