
PRESS RELEASE

Elko Launches Gutter Genius® DIY™ Product Line with QVC

Richmond, VA / February 8, 2007 --- Elko® Products Company Inc., a Richmond-based building and home products company, will introduce its new Gutter Genius® DIY™ gutter protection product line with QVC Inc. in March and April of 2007.

The all new Gutter Genius® DIY™ is a high quality do-it-yourself gutter protection system that installs quickly and easily with the patented Gutter Genius® clip. It performs equal to or better than expensive branded products at a fraction of the price, and Gutter Genius® DIY™ is a solid aluminum product with no holes, no mesh, and no mess. Easy step-by-step instructions are included with every retail box, and Gutter Genius® DIY™ can be installed in minutes with a screwdriver and metal snips or heavy scissors.

Elko launched a new business called Gutter Genius® (www.guttergenius.com) in October 2006 to professionally install a unique new product on homes across America through independent franchises. Its first Gutter Genius® franchise is located in its home city of Richmond, Virginia.

"We're delighted to be partnering with QVC with Gutter Genius® DIY™", said Tim Staub, President and CEO of Elko Products. "Gutter Genius® offers professionally installed gutter protection at a target installed cost of 20-25% of the big name brands, and Gutter Genius® DIY™ allows the do-it-yourself homeowner an opportunity to save even more."

Since 1983, Elko has manufactured and sold more than 25 million feet of gutter protection products on more than 250,000 homes across North America. For more information, visit Elko at www.elkoproducts.com or visit Gutter Genius at www.guttergenius.com.

About Elko® Products Company, Inc.

Elko Products Company, Inc. is a leading manufacturer and inventor of gutter protection products based in Richmond, Virginia. Elko is a building and home products company focused on providing unique and innovative solutions to building, home and construction-related markets worldwide. Elko's products are marketed by many of the leading companies in home maintenance and repair, construction and home improvement channels in North America.

About QVC Inc.

QVC Inc. is the world's preeminent electronic retailer based in West Chester, Pennsylvania. QVC was founded in 1986 by Joseph Segel, founder of the Franklin Mint. By 1993, QVC had become the number one televised shopping service in sales, profits, and reputation in the United States, reaching over 80% of all U.S. cable homes and 3 million satellite dishes. In 2004, more than 137 million units were shipped to customers around the world as a result of more than 192 million phone calls, leading to more than \$5.7 billion in sales.

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