



NEWS RELEASE

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INTRODUCING GAME ON™

ALL-IN-ONE STORAGE SOLUTION FOR VIDEO GAMING

HARDWARE, SOFTWARE AND ACCESSORIES

Wall-mountable unit frees up gaming clutter

LAS VEGAS, NEVADA- 2010 International CES, January 7-10, South Hall Booth # 21816 – The Game On™ video gaming storage system™ by Cambre Products solves gamers organizational problems with an all-in-one wall-mounted solution to supports today's hottest video game consoles, software and accessories.

Everything gamers need is easily accessible in one central location. The upper shelf stores games and software while the four side support brackets organize up to four hand controls and guitar accessories. Wall mounting the system maximizes unused wall space to free-up clutter on the floor.

The market has exploded with no end in sight for potential new gaming accessories. Cambre saw a need to help support and organize gamers by offering a product that would solve gaming clutter.

"I needed an organizational solution in my own home for my kids growing gaming and accessories collection," says John Wiebe, Game On™ designer and Cambre president. "Gaming should be about having fun, not worrying about tripping over wires, looking for the missing hand control or searching through clutter for the game you want to play." The Game On™ video gaming storage system is truly an all-in-one solution.

Cambre researched the need by talking to parents of gamers, reading gaming blogs, meeting and interviewing gamers of all levels, and obtaining solid data from sources linked to the top console manufacturers.

Game On™ is appealing to both the parents of the younger gamer as well as the adult gamer. Safety features include; ventilation for the gaming consoles, durable construction and weight load testing for wall-mounting, as well as safety certified lead-free paint.

Game On™ is available in black, white, green, blue, red and yellow at various retail locations across Canada and the US. Please visit the web site for a complete listing.

Additional products to the line include Stash Box™, Wire Wraps™, Gear Board™ and Dirt Rags™. For more information please visit www.gameonproduct.com or contact Maryellen Salter maryellen@cambreproducts.com 401.219.8881 for press inquiries.

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About Cambre

Cambre Products, a veteran manufacturer of audio/video storage solutions (www.cambreproducts.com), has developed a line of organizational and wire management products geared specifically towards gamers. Game On™ is a line of parent-driven, kid-approved accessories designed to clean-up gaming clutter (and germs!) in a fun and stylish way.