

FOR IMMEDIATE RELEASE

## K2 MOUNTS TO MARKET UNDERBED LIFT™ IN AGREEMENT WITH MK 1 STUDIO

K2 MOUNTS becomes the sole North American Distributor of the Underbed Lift™ The Underbed Lift™ conceals a 50-inch flat panel TV and complete 7.1 sound system beneath a king-size bed.

Chino, CA – Oct. 23, 2007 - K2 Mounts, an industry leader in advanced mounting solutions for flat panel displays and projection systems, announced today that it has signed an exclusive distributorship deal with Underbed Lift™ manufacturer MK 1 Studio. The Underbed Lift™ conceals a 50" flat panel monitor or TV with external amplifiers, DVD, VCR, subwoofer, and 7 channels of surround sound beneath a king-size bed or a 42" flat panel monitor or TV and all the same equipment under a queen-size bed. Both take just 35 seconds to deploy and can be seamlessly integrated into any home automation control system.

"We are excited to partner with MK 1 Studio," said Tony Grasso, K2 Mounts Vice President of Sales and Marketing. "The Underbed Lift™ is the most innovative and comprehensive motorized mounting solution in the world."

"Our partnership with K2 Mounts takes our motorized mounting solutions to the next level," said Matt Cosman, MK 1 Studio President of Engineering and Design "We are now able to leverage the K2 Mounts network of CEDIA reps and dealers to increase awareness of this exciting product."

The Underbed Lift™ will be formally launched November 7, 2007 at the Fall EHX show in Long Beach, CA, Booth #1824. To date, a video of the Underbed Lift™ on YouTube has been viewed over 250,000 times.

### About K2 Mounts

K2 Mounts, Inc. is a leading provider of motorized and manual high-performance flat panel and projection mounting solutions for home and commercial installations. Providing highly specialized mounting solutions for almost every conceivable installation and application, K2 Mounts products are backed by a free 10k component assurance and global support. For more information, visit [www.k2mounts.com](http://www.k2mounts.com) or call 866-k2mount (866-526-6868).

### About MK 1 Studio

MK 1 Studio, LLC has been designing lifts for standard and custom applications since 1998. As the original manufacturer of the Underbed Lift™, MK 1 Studio has the most innovative design of any lift product. UnderBed Lift™ and MK1 Studio are trademarks of MK 1 Studio. For more information, visit [www.mk1studio.com](http://www.mk1studio.com).

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