

FOR IMMEDIATE RELEASE

**Arizona Bay Invests in Social Product Development Company, Quirky**

*Quirky investment reflects firm's commitment to innovative investment opportunities backed by rapid market testing*

(SAN FRANCISCO, CA) November 15, 2009 -- Arizona Bay, a leading venture capital and application development firm, announced it made a significant investment in social product development company, Quirky. Quirky joins Arizona Bay's portfolio of innovative companies that, through Arizona Bay resources, can rapidly develop and market products.

Quirky is a social product development company that actively seeks submissions of product ideas from the online Quirky community. If selected, the Quirky team and community develop and sell the product worldwide. Quirky then shares the revenue with the inventor and all influencers on the product. By enabling a fluid conversation between Quirky's global community of influencers and Quirky's expert product design team, the company is able to accomplish what was once unthinkable: bringing one brand new product concept from sketch to store each week.

"Quirky's social product platform not only rapidly develops a product, it builds an engaged consumer base at the same time," said David Graham, managing partner of Arizona Bay. "Quirky fits perfectly with Arizona Bay's portfolio of agile, ecommerce, software application and technology companies."

**About Arizona Bay**

Founded in 2000, Arizona Bay funds and builds seed stage technology start-ups for the inventor community. Based in San Francisco, California, the innovation capital firm combines investment capital and technology development expertise to rapidly bring unique business ideas and concepts to market. Arizona Bay offers a one-stop shop for funding, product development, strategic guidance, software design, and rigorous market-testing. The firm has a proven track record of identifying concepts and products and actively building them into market-leading products and companies.

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