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NEWS RELEASE

For immediate Release

Gauri Nanda joins Lime Design's Board of Directors

Boston, MA – October 8, 2007 – Gauri Nanda the founder of Nanda Home, LLC and inventor of Clocky® has joined the Board of Directors of Lime Design, Inc. Gauri brings considerable experience to the Board in developing, commercializing, and launching innovative products that open new markets. Gauri is well recognized as an inventor, designer, innovator, and entrepreneur.

About Lime Design:

Lime Design, Inc., headquartered in Boston, MA, specializes in designing, developing, and marketing innovative products that create new markets. The company, founded at MIT in 2006, has brought together engineers, industrial designers, and marketing specialists. Currently, the company plans to release its first product to the market in 2008.

For more information about Lime Design, Inc. please visit www.bylimesdesign.com.

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