

For Immediate Release

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Cup of Clever Questions Has People Talking

Gab to Go® Encourages Families to Unplug From Technology & Connect With Each Other

CARY, NC (Oct 22, 2007) – *What do you look back on as a fashion mistake? What was the first record, tape, or CD you ever owned? What is something about you that would surprise most people?* Right Brain Factory™, who launches their inaugural product, Gab to Go®, today, wants people asking these types of fun questions as a way to unplug from the technology in their lives and connect with the people that matter most.

Priced at \$9.95, and available at www.gabtogo.com and select retailers, Gab to Go's deck of 100 clever questions is especially relevant for busy families who are looking to take a break and enjoy some fun and engaging conversation. Packaged in a fun and colorful "to go" coffee cup, Gab to Go fits right in with fast-paced lifestyles.

Right Brain Factory founders David and Holly Greene found their inspiration for Gab to Go in their own technology-addicted family. "Between cell phones, instant messaging, video games, and TV, we were becoming a family that had forgotten how to talk to each other," says Holly. "While there are certainly benefits to technology, we developed Gab to Go as a way to call 'time-out' from the constant stream of technology and media and just talk with each other as a family. Our tagline for Gab to Go is *unplug and connect*™, and based on what I hear from other busy moms, that is a very appealing message these days".

A study by the Kaiser Family Foundation looked at media in the lives of 8-18 year olds and found that the total amount of media content young people are exposed to is now over 8.5 hours each day. The study measured recreational (non-school) use of TV and videos, music, video games, computers, movies, and print. It also takes into account “media multi-tasking”, where young people are consuming more than one type of media at the same time.

“Parents are searching for ways to improve family communication,” says Right Brain Factory co-founder David Greene. “Gab to Go is filled with interesting questions that make it fun and easy to get great conversation flowing. We're finding that Gab to Go is terrific at bridging generational gaps. As grandparents, parents, teens and younger children listen to one another answer these questions, they get an insightful glimpse into each others’ worlds. This seems to be especially the case as older participants respond to questions about their own childhood or teenage years; for the younger listeners, it's fascinating to be reminded that Mom or Granddad was a kid once, too.”

Gab to Go was designed to be travel-friendly – even fitting perfectly in your car’s cup holder. With no complicated rules, game board, or pieces, you can play anywhere and for as long as you like – 5 minutes or 5 hours. This makes Gab to Go ideal for taking on car trips, adding extra flavor to dinner discussions, or enlivening get-togethers with friends.

With Gab to Go, everybody can have the gift of gab – go ahead, unplug and connect!

About Right Brain Factory LLC

Right Brain Factory LLC is the “brainchild” of founders David and Holly Greene. The company develops and markets clever products that spark a smile and enrich everyday life. For additional information please visit www.rightbrainfactory.com.