

**For Immediate Release**

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## **Have a Heart to Heart This Valentine's**

### **Gab to Go® Offers a Fun Alternative to the Usual Valentine's Fare**

CARY, NC (January 9, 2008) – *What first attracted you to your spouse/significant other? What's your idea of the perfect dessert? What song makes you cringe every time you hear it?* Right Brain Factory, makers of Gab to Go®, wants people asking these types of fun questions as a way to create more meaningful connections with the people that matter most in their lives this Valentine's.

Gab to Go's deck of 100 conversation-starting questions is ideal for people looking for a meaningful (and lower calorie) Valentine's gift for loved ones. Gab to Go is priced at \$9.95, and available at [www.gabto.go.com](http://www.gabto.go.com) and select retailers (also listed on the company's Web site).

Packaged in a fun and colorful "to go" coffee cup, Gab to Go fits right in with fast-paced lifestyles and is especially relevant for busy families looking to share fun and engaging conversation.

Right Brain Factory launched Gab to Go in the fall of 2007 and it is already grabbing the attention of consumers that are looking for a simple yet meaningful gift to share with loved ones. "For the month of December, Gab to Go was one of our top 5 selling products in our store", said Timothy Juhl, General Manager of the Borders Books in Cary, NC. "I think the 'Unplug and Connect' messaging of Gab to Go is resonating with parents and grandparents that are looking for simple yet innovative ways to engage their families in fun conversation".

Right Brain Factory founders David and Holly Greene found their inspiration for Gab to Go in their own technology-addicted family. “For kids today, technology is such a prominent part of their lives” says Holly. “As a parent, it becomes harder to communicate and open a dialogue with them. We found that by turning our question-asking into a game, it became less intrusive and we got fewer eye rolls and grunts for responses”.

Gab to Go is filled with interesting questions that make it fun and easy to get great conversation flowing. A little over 70 percent of the questions can be answered by all ages, with the remaining questions being geared to those with more life experience – if a question picked is not relevant, simply pick another card. “While some questions might not be personally applicable to children or teens, we have found that they love to hear their parents’ or grandparents’ response to questions such as: *Describe your biggest childhood crush?*” says Right Brain Factory co-founder David Greene. “Gab to Go is terrific at bridging generational gaps, which makes it one of the most meaningful Valentine’s gifts you can give your family”.

With Gab to Go, everybody can have the gift of gab – go ahead, *unplug and connect* this Valentine’s!

### **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](http://www.rightbrainfactory.com).

**Note:** High resolution product images gladly provided upon request.