

Users Turn To Motivational Eco-Friendly Computer Accessory In Tough Economic Times



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Author: Sparkle Cooper / Media Relations
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In these distressed economic times, Americans are turning to positive reinforcements to uplift and encourage them. Inlectronics Inc. has created an eco-friendly computer accessory to motivate and inspire its user by metaphysically attracting positive energy online, without wasting energy through batteries or electricity.



New York, NY (February 23, 2009)–There are constant news stories about dwindling stocks, unemployment rise, foreclosed homes and investment scams. In tough economic times like these, most relate to products that are encouraging and able to impel them in some way. In their search for stimulating accessories, computer users buy peripheral that fits in with their personality.

Environmentalists appreciate items that are eco-friendly and biodegradable. Inlectronics Inc. has taken a familiar symbol and combined these attributes to create an environmentally safe computer accessory they believe will motivate and inspire.

Known as the **Yin Yang Webmaster™**, this computer accessory is shaped like the highly recognized Tai Chi symbol, a perfect circle with two contrasting light and dark colors, symbolizing the creation of life together sustaining inside itself the essence of the opposite energy. According to Chinese philosophy, having a harmonious balance of both Yin and Yang Feng Shui energies will create the quality of energy needed to live a healthy and fulfilling life. Inlectronics Inc. has expanded on this concept and believes that Feng Shuiing ones online activities can lead to love, happiness, health,

prosperity, knowledge, and success, all from their computer. Unlike other accessories, this peripheral glows in the dark without the use of batteries or electricity, and is safe for the planet.

*"Equivalent to a rabbit's foot or four leaf clover, it's the 2009 version of a good luck charm," according to **Z. Wilson, Inlectronics Inc. President and CEO.** "Years ago people enjoyed covering their dressers and desks with beanie babies and model cars. Within this era, it's all about what looks good and works best with your computer."*

Made of ABS material, this 7¼" decorative peripheral, once attached to the desktop, laptop, notebook or PC, is intended to inspire its user to complete important tasks, as well as motivate individuals to fully accomplish their goals. Inlectronics Inc.'s motto of 'Feng Shui your PC and fulfill your destiny' is intended to stress this mission.

Although the **Yin Yang Webmaster™** is sold to everyone, according to current sales, the majority of purchasers are men. Research shows that men recognize and respect the popular Yin Yang symbol. The company also believes the glow in the dark feature is an appealing aspect, as it beams brightly without batteries or electricity. Teens claim they like the **Webmaster™** due to the recognizable symbol and unique features compared to other computer accessories. Women who have purchased the product have said they appreciate its eco-friendly and biodegradable qualities. Parents and educators have positively commented on the affordability and motivational aspect of the product.

Due to the faltering economy, Inlectronics Inc. has lowered the price of the **Yin Yang Webmaster™** to \$19.95, which includes free shipping and handling, applied only to the first 5,000 Webmasters™ sold.

Inlectronics Inc., creator of the **Webmasters™** product line, is a pioneer in providing unique inspirational pieces that empower its users to balance the energies of their online activities. The company's mission is to give Internet users a strong sense of identity and purpose, and to represent to the world at large an iconic image that identifies who they are and what they stand for. They service both the computer and electronic industry, as well as serve both the consumer and professional market. Although they maintain locations in Bronx, NY and New York, NY, their products are sold exclusively through their website. To learn more, visit www.inlectronics.com, email Media Relations at press@inlectronics.com or call (212) 971-1277.

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Contact Details: 244 Fifth Avenue, New York, NY 10001
Phone 212.971.1277, Fax 626.657.2780
email: press@inlectronics.com