

FOR IMMEDIATE RELEASE:

Website Designed to Give “Million Dollar” Idea Away For Free Utilizes Open Letter to Automobile Manufacturers’ Internationally Vaunted Chief Executive Officers

Research Triangle Park, NC - Howzabout.org is a new website dedicated, in keeping with the original spirit of the World Wide Web, to the free sharing of innovative ideas with the global community. The site seeks to capitalize on the Internet’s ubiquity to circumvent corporate gatekeepers, bringing its message directly to the CEO’s of Renault and Fiat, Mssrs. Carlos Ghosn and Sergio Marchionne respectively.

When asked why he would give his potentially lucrative insight away, site creator Ken Head explains, “I’m not prepared to make the kind of sacrifices required to shepherd an idea down the long, difficult, and expensive road from concept to reality.” When asked what he hopes to gain, he shrugs. “I just think it would be kinda cool to see an idea that I brought out of nothingness turn into something that makes people’s lives a little more comfortable, even if it is only helping them make those lives a little more brief as well.”

[The blog associated with the site](#) serves as an arena for a generalized discussion of the “Million Dollar” idea and provides those interested with the opportunity to provide feedback and suggestions for refinement of the concept in an effort to turn a good idea into a great one. The site was successfully launched on March 24, 2007.

About Howzabout.org

Often the individuals that come up with an idea don't have the interest, resources or wherewithal to bring their dream to life, yet when faced with the prospect of someone else profiting from the concept, the natural inclination is to become selfishly protective of it. This sentiment seems to be doubly true when corporations are involved, despite the fact that they are the entities best positioned to transform a thought into a reality.

Howzabout.org is based upon the contrary belief that in the end it is more important to see a worthwhile concept explored and developed than it is to withhold it simply because one won't gain financially. And besides, **Great Ideas Deserve To Be Free.**[™]

Contact site creator Ken Head by email at kenhead@howzabout.org for additional information regarding Howzabout.org or the “Million Dollar” idea he is seeking to give away.

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