**FOR IMMEDIATE RELEASE:**

February 23, 2016

**CONTACT:**

Arielle Dunn

Phone: 708-240-8126

Email: [adunn@honeycando.com](mailto:adunn@honeycando.com)

**Honey-Can-Do Acquires Award-Winning Urbio, Inc.**

Berkeley, IL – February 23, 2016 – Honey-Can-Do International (www.honeycando.com), a leading provider of home storage and organization products, announced today that it has acquired Urbio, an award-winning design company that creates organizational solutions for small-space living.

Urbio launched on Kickstarter in 2011 and in 40 days raised 500 percent more than its original fundraising goal. Initially, the products were viewed as a way to create vertical gardening spaces for urban dwellers. Over time, additional uses for the products were unveiled, and they are now seen as solutions for small-space organization and storage.

In 2013, Urbio co-founders Beau Oyler and Jared Aller appeared on the television show *Shark Tank,* where they received three solid offers. This exposure called for Urbio to expand its distribution, and the products soon began appearing in retail stores across the globe. After years of product development, Urbio expanded its product line with the addition of Perch in 2015. Perch maintains the functionality of the Urbio system at a more accessible price point and utilizes 3M Command™ Strip technology to make installation damage-free. That same year, Urbio acquired the Sabi Space line of easy to install bathroom accessories.

“We are thrilled to be adding the Urbio, Perch and Sabi products to our assortment,” Steve Greenspon, CEO of Honey-Can-Do, said. “The addition of these products will truly make Honey-Can-Do a whole-house solution. The entire team at Honey-Can-Do is excited for the roll out that we feel will further the Urbio mission as well as complement the assortments of our combined retail partners.”

Urbio products will continue to be sold under the Urbio by Honey-Can-Do name. Distribution and sales will be based out of Honey-Can-Do’s corporate headquarters in Berkeley, IL.

This marks the second acquisition for Honey-Can-Do. In February 2015, the company acquired the Zevro brand of dry food dispensers and barware. For further information, visit [www.honeycando.com](http://www.honeycando.com) or [www.myurbio.com](http://www.myurbio.com).

###