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**SNAP-SAVER™ THE NO-BRAINER CONTAINER TO STAGE
RETAIL DEBUT IN NEW JERSEY BOSCOV'S STORES OCT. 2**

ATLANTIC CITY, September 30, 2004 – Snap-Saver™, the ingenious new plastic food storage container that will organize the world's kitchen cabinets, marks its retail store debut Saturday, Oct. 2 at Boscov's Department Stores in Atlantic City and throughout New Jersey. The product, which was unveiled this spring at the International Home & Housewares Show in Chicago, was immediately touted as one of the prestigious event's "Top 10 New Products" (*Toronto Star*) and "a potential miracle worker" (*The Wall Street Journal*). Snap-Saver has been selling briskly through direct response television spots, and Boscov's VIP event Saturday is the first time the new product will be available through a retail outlet.

Dubbed "The No-Brainer Container™," Snap-Saver allows consumers to snap lids on the bottoms of empty containers as well as to same-sized lids, and bowls and lids stack together neatly. Consumers get the best of both worlds – no lost lids, and no cupboard clutter. The containers are microwave, dishwasher and freezer safe, and are manufactured in the United States from the safest FDA-approved materials.

Snap-Saver inventor and Chief Creative Officer Kate Adams will be demonstrating the innovative containers at the Atlantic City Boscov's from 9 .m. – 4 p.m. Saturday. Company representatives will be at the other five Boscov's locations throughout New Jersey Saturday, including Vineland, Toms River, Moorestown, Monmouth and Echelon.

For Kate and her family of San Diego, the Boscov's debut is literally a dream come true. "I have three sons," Kate said, "So preparing and storing food has been a 24/7 operation at our home. One frustrating day when I was sitting on the kitchen floor sorting through piles of plastic containers searching for lids, it hit me – someone had to dream up a solution to this problem, and it might as well be me!"

A few hours of brainstorming later, and with a little encouragement from her husband, Kate got her "big idea" for an end to the Bermuda Triangle of mismatched plastic. If the lids snapped on to the bottom of the bowls, and all the bowls nested together neatly, people would never again be "container-challenged." Her no-brainer idea was a brilliant solution. Kate then began the long, sometimes frustrating process of patenting, researching and manufacturing her concept, learning as she went.

It took eight years for Kate to grow her dream into the reality of a clever new product that's already capturing national attention. "Snap-Saver finally presents a logical, practical solution to a problem other companies have ignored for 50 years," Kate said.

Kate is thrilled to see her product heading to department store shelves. "It's been such an education not only for my business partners and me, but for my kids," said Kate. "Now they understand that even though you might not see results immediately, when you stick to your goals, you will end up with something positive to show for it." Besides the fact that Snap-Saver will save people time and frustration, Kate enthusiastically emphasizes the environmental benefits of the product.

"Why should we have to choose between wasting our time or wasting our money and polluting our planet with disposable containers and bags? Snap-Saver is a reliable, durable container with a life-time warranty. It's also completely

recyclable, and our manufacturing process produces no 'scrap.' It was important to me that Snap-Saver be an environmentally responsible company.”

Snap-Saver products are currently available in five sizes, ranging from a 10-ounce round bowl perfect for an individual serving up to a 1.5 gallon tub ideal for toting fried chicken or potato salad to the family reunion. All the containers nest into each other for neat, no-clutter storage.

Snap-Saver LLC, headquartered in San Diego, is a marketing company specializing in storage containers. Complete company and product information can be found at the company's web site, located at www.snap-saver.com. For additional information, contact Roy Gayhart at (760) 505-0054.

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