

**FOR IMMEDIATE RELEASE**

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**SNAP-SAVER™ NAMED A FINALIST FOR TOP HOME DESIGN HONORS**

SAN DIEGO (December 15, 2004) – Snap-Saver™, a creative San Diego mom’s patented solution to keep from losing the lids for plastic food storage containers, has been selected as a finalist for a prestigious 2005 Housewares Design Award. Dubbed “The No-Brainer Container™,” Snap-Saver lids snap to 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 “Best In Category” 2005 Housewares Design Award winners will be announced January 18, 2005 during the Housewares Design Awards Luncheon at the Marriott Marquis in New York City. The Housewares Design Awards is a production of HOMEWORLD BUSINESS® with the educational support of the International Housewares Association (IHA). Television shopping leader QVC is a sponsor of the 2005 Housewares Design Awards.

“We were thrilled to learn we were nominated,” said Kate Adams, Snap-Saver inventor and Chief Creative Officer. “Whoever said that ‘overnight success’ takes 10 years is right. It’s been many years worth of blood, sweat and tears, but now that we have a completed product to offer people, they’re loving it! There have been so many people who have played a key part in making this happen, especially the people at Stuart Karten Design, the award winning design firm that moved the No-Brainer Container from concept to reality.”

Snap-Saver, which was unveiled this spring at the 2004 International Home & Housewares Show in Chicago, was touted as one of the 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 was rolled out nationally this fall in several regional retail chains, including Boscov’s and Wegman’s in the northeast and Rural King and Farm

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King in the Midwest. Snap-Saver plans to be in stores around the country by next spring.

The containers are microwave, dishwasher and freezer safe, are manufactured in the United States from the safest FDA-approved materials and carry a lifetime warranty.

Snap-Saver products are available in five sizes, ranging from a 10-ounce round bowl up to a 1.5 gallon tub.

Snap-Saver LLC, headquartered in San Diego, specializes in the manufacture and marketing of storage containers. Complete company and product information is on the company's web site, [www.snap-saver.com](http://www.snap-saver.com). Contact Roy Gayhart at (800) 909-8979.

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