

SNAP-SAVER™ WINS TOP HOME DESIGN HONORS

SAN DIEGO (January 24, 2005) – Snap-Saver™ was named “Best in Category” at the 2005 Housewares Design Awards in New York City, claiming the top spot in the Countertop Kitchenware category. There were a total of 13 categories in the competition, with more than 300 entries. The awards event is a production of HOMEWORLD BUSINESS®, with the educational support of the International Housewares Association (IHA). Television shopping leader QVC was also a sponsor.

“This honor confirms that creating a solution to an age-old problem was necessary. With Snap-Saver, the consumer will ‘Never Lose the Lid Again!’ We are very excited to bring a unique design feature, combined with the highest quality, to an industry that has not seen any major design innovation for so long,” said Snap-Saver President Roy Gayhart. “Stuart Karten Design, our award-winning design firm, deserves a lot of credit for taking the idea of snapping lids to lids and lids to bowls and making it a reality.”

Snap-Saver, the first truly new idea in plastic food storage containers in decades, has several patented features. The lid attaches to the bottom of its matching bowl, and to same-sized lids, with an audible “snap.” With that unique design, the “No Brainer Container” ends the nightmare of searching through the cupboard for the matching lid. Any combination of Snap-Saver bowls, with their lids securely attached, all nest together, requiring only a fraction of the storage space claimed by other lines.

“It’s a thrill to hear the ‘ooohs’ and ‘aaahs’ of people when they first see how Snap-Saver works,” said Snap-Saver Inventor Kate Adams of San Diego, the mother of three young sons. “Now, to be honored as the best new kitchen countertop product design – it’s just wonderful! We’re all so proud. It’s a long way from sitting on the kitchen floor eight years ago, buried under an avalanche of mismatched plastic, determined to dream up a solution for lost lids!”

Snap-Saver was unveiled last spring at the 2004 International Home & Housewares Show in Chicago, and 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 is being rolled out for retail distribution across the country this year, and is already available through direct response television spots, and in the national chain Organized Living, as well as regional retail chains Boscov’s and Wegmans in the northeast and Rural King and Farm King in the Midwest.

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, . Contact Roy Gayhart at (800) 909-8979.