

FOR IMMEDIATE RELEASE

**SNAP-SAVER, LLC ANNOUNCES SALES & MARKETING PLANS FOR
SNAP-SAVER™ THE NO-BRAINER CONTAINER™**

SAN DIEGO, California, March 20, 2004—Snap-Saver LLC announced its sales and marketing plans for Snap-Saver The No-Brainer Container™, the revolutionary food storage container system that saves time, space and frustration. Beginning in March 2004, the Company will offer the product domestically on television, using short direct response spots. At the same time, Snap-Saver will begin arrangements to ship its product domestically and internationally to retailers and distributors.

With its unique patented design, Snap-Saver™ lids snap to the bottom of their matching bowls when not in use, so you never have to look for the lid. In addition, Snap-Saver™ lids snap into lids and same-sized bowls nest in each other, creating a storage system that stacks neatly and efficiently in kitchen drawers and cabinets. Snap-Saver™ products are microwave-safe, dishwasher-safe and freezer-safe. The Snap-Saver No-Brainer Container™ is manufactured in the United States using the best materials and craftsmanship.

Roy Gayhart, President of Snap-Saver, LLC stated, “We are pleased to be introducing the Snap-Saver No-Brainer Container™ at the 2004 International Home and Housewares Show. We look forward to establishing some long-lasting relationships with retailers and distributors, beginning at this show. Our strategic plans call for the design and manufacture of many line-extensions off the basic product that we are introducing today. We are beginning to put together our domestic and international distribution team. We will have more announcements to make in this regard.”

“We are very excited with the initial reception that the Snap-Saver No-Brainer Container™ has received,” stated Kate Adams, Snap-Saver Inventor and Chief Creative Officer. “It’s amazing that it taken more than fifty years for someone to solve a couple of the most frustrating complaints of the food storage container. With Snap-Saver™, you can snap on as many lids as you want, and then the bowls stack inside each other for totally organized, space-saving storage. But the big thing is that you’ll never have to look for the lid again. It’s right there, attached to the bowl you want to use.”

Snap-Saver LLC, headquartered in San Diego, California, 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 FURTHER INFORMATION

Contact: Roy Gayhart
(800) 909-8979

#