



Contact: Teresa McFarland
952.440.6084 office
952.484.8088 cell
tmcfarland@mcfarlandcahill.com

CONTIGO® INTRODUCES AUTOSEAL® HYDRATION BOTTLE FEATURING NO-SPILL, NO-LEAK, CUTTING-EDGE TECHNOLOGY

*AUTOSEAL Bottle is the Only Hydration Product on the Market Offering
One-Handed Use, From Sip to Seal*

CHICAGO (March 2009) – Contigo® is introducing the AUTOSEAL® Hydration Bottle, offering 100 percent spill-proof, leak-proof technology and one-handed operation, making it more convenient to use than any other hydration bottle on the market.

The Hydration Bottle offers a lid system that seals automatically between sips. There is no cap to remove or spout to open. Simply push the button to drink and release the button to seal for effort-less, one-handed use, even during busy activities. Because the lid system is always closed unless activated by the user, the temperature of the liquid is maintained longer.

“We developed the Hydration Bottle as well as a full line of AUTOSEAL® beverageware products so busy people on the go can take their drinks with them and be confident that they will not leak or spill,” said Sami Elsaden, CEO of Contigo. “Considering that more than two million tons of disposable water bottles end up in landfills every year, the Contigo AUTOSEAL Hydration Bottle not only offers consumers superior design and performance, it helps them do their part to protect the environment.”

The Hydration Bottle is made from BPA-free Eastman Tritan™ copolyester and ABS for high-impact resistance and overall durability. It is perfect for gym workouts, hiking, walking and busy days.

The Hydration Bottle is available in 24-ounce capacity, with a suggested retail price of \$12.99 and 32-ounce capacity, with a suggested retail price of \$14.99. Contigo is also introducing a 28-ounce AUTOSEAL Stainless Steel Hydration Bottle with a suggested retail price of \$17.99.

Contigo has developed a complete line of AUTOSEAL to-go beverageware products for ages 4 and up, which will be introduced at the International Home + Housewares Show on March 22 in Chicago.

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Economical and Good for the Environment

The AUTOSEAL products are FDA approved and BPA free. By using environmentally friendly Contigo products, consumers are helping the environment and also saving money by taking their coffee or juices on the road in reusable containers.

Contigo AUTOSEAL products are available at a variety of retailers including Target, Barnes & Noble, Bed Bath & Beyond, QVC, Costco and online at www.gocontigo.com.

About Contigo AUTOSEAL Products

Contigo® travel mugs and bottles feature the revolutionary new AUTOSEAL® patent-pending technology that automatically seals between sips. The products – to-go coffee mugs, hydration bottles and kids mugs – are 100 percent leak proof and spill proof with superior insulation properties and are FDA approved and BPA free. Contigo is a brand of Ignite, a company with a passion for great products. For more information, visit www.gocontigo.com.

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