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CONTIGO® INTRODUCES AUTOSEAL® STAINLESS STEEL TRAVEL MUG FEATURING NO-SPILL, NO-LEAK, CUTTING-EDGE TECHNOLOGY

Unique Thermal System Keeps Liquids Hotter and Colder Longer

CHICAGO (March 2009) – Contigo® is introducing the AUTOSEAL® Stainless Steel Mug featuring an exclusive lid system that automatically seals between sips, is 100 percent spill-proof and leak-proof, and more effectively retains beverage temperature. The unique combination of this lid technology and the vacuum insulated body makes the AUTOSEAL Stainless Steel Mug superior to any travel mug on the market.

The AUTOSEAL Stainless Steel Mug's exclusive lid system combined with a double-wall vacuum insulation construction keeps liquids hot for four hours or cold for 12 hours. Because the lid system automatically shuts and seals between sips, the temperature of the beverage is maintained longer. In addition, 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. The sleek, elegant design fits car cup holders, making it perfect for commuters.

"We developed the Stainless Steel Mug as well as a full line of AUTOSEAL products to provide consumers with stress-free, to-go products that they can take anywhere with confidence," said Sami Elsaden, CEO of Contigo. "Our products not only offer superior technology - which sets them apart from other to-go mugs on the market today - they are also economical and environmentally friendly."

The Stainless Steel Mug holds 16 ounces and the suggested retail price is \$19.99.

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.

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.





"Now more than ever, people are trying to find ways to save money," Elsaden said. "By forgoing a daily stop at a coffee shop, consumers can save up to \$2,000 a year as well as reduce the use of Styrofoam and cardboard cups, which is ultimately good for the environment."

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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