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CONTIGO® LAUNCHES FULL LINE OF AUTOSEAL® BEVERAGWARE FEATURING NO-SPILL, CUTTING-EDGE TECHNOLOGY

*Reusable Travel Mugs Are Economical to Use, Environmentally Friendly
And Available For the Entire Family*

CHICAGO (March 22, 2009) – Contigo® is offering technologically advanced products that can save consumers money while helping the environment, with their new complete line of AUTOSEAL® beverageware that offers no-spill, no-leak convenience for individuals with an active lifestyle.

The AUTOSEAL travel mugs and bottles, which are available for ages 4 and older, are unlike anything on the market because the exclusive lid system automatically seals between sips and allows one-handed operation. There is no cap to remove or spout to open, making them easy to use for all ages. Simply push the button to drink and release the button to seal for effortless, one-handed use, even during busy activities. Because the lid system is always closed unless activated by the user, heat or cold does not freely escape from the drink hole, which is the problem with every other product in today's market. The new full line of AUTOSEAL beverageware will be introduced at the International Home + Housewares Show on March 22 in Chicago.

“Our goal at Contigo is to develop products that provide superior performance for the challenges of an active lifestyle – which describes most individuals and families today,” said Sami Elsaden, CEO of Contigo. “The AUTOSEAL line of beverageware sets a new standard for to-go mugs and water bottles, and consumers can take pride in their purchase and know with confidence that they bought a product that offers top-of-the line technology that will not spill or leak, and keeps beverages hotter or colder for longer periods of time. We hope to remove a little stress from daily life and delight people with products that really work.”

Contigo developed the AUTOSEAL technology, which automatically seals between sips, and has integrated the exclusive lid system into a line of travel mugs and bottles including:

- AUTOSEAL Stainless Steel Mug – 16-ounce capacity stainless steel mug with double-wall, vacuum insulation that keeps liquids hot for four hours or cold for 12 hours. This sleek, elegant design fits car cup holders and is perfect for commuters who want to enjoy hot and cold beverages for long periods of time, without ever having to worry about spills. Suggested retail price is \$19.99.
- AUTOSEAL Thermo Plastic Mug – 14-ounce capacity thermo plastic mug with double-wall construction to retain beverage temperature and prevent outer condensation/sweating. This beautiful, contemporary design comes in an array of colors. Suggested retail price is \$9.99.





- AUTOSEAL Hydration Bottle – Available in 24-ounce capacity and 32-ounce capacity and made from BPA-free Eastman Tritan™ copolyester and ABS for high-impact resistance and overall durability. The unique AUTOSEAL lid system makes it the first hydration bottle with one-handed operation – there's no lid to remove or spout to open, making it impossible to spill. Perfect for gym workouts, hiking, walking and busy days. The 24-ounce bottle fits car cup holders. Suggested retail price is \$12.99 (24 ounce) and \$14.99 (32 ounce).
- AUTOSEAL Stainless Steel Hydration Bottle – 28-ounce capacity brushed stainless steel bottle with BPA-free ABS lid for overall durability. Unlike other bottles, the unique AUTOSEAL lid eliminates the need to open a spout or remove a lid, making it ideal for one-handed use during busy activities. The sleek design fits both car and exercise equipment cup holders and a built-in carabiner clip makes it convenient to transport on gym bags, backpacks and other gear. Suggested retail price is \$17.99.
- AUTOSEAL Swish Hydration Bottle – 17-ounce capacity reusable bottle made from BPA-free Eastman Tritan™ copolyester and ABS for high-impact resistance and overall durability. This fashionable hydration bottle is perfect for young adults. In addition to the spill-proof AUTOSEAL lid system, this bottle features a non-skid bottom pad and a unique locking system that allows the bottle to be tossed into purses and bags without any possibility for spills and leakage. Suggested retail price is \$9.99.
- AUTOSEAL Kids Mug – 9-ounce capacity mug made from BPA-free and durable polypropylene and ABS for overall durability. This 100 percent spill proof mug is perfect for kids 4 years and older who are done with sippy cups but not done with spilling. With the AUTOSEAL lid system, simply press to sip and release to automatically seal. Suggested retail price is \$7.99.

Economical and Good for the Environment

The AUTOSEAL product line is 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 with them 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.”

Research shows that coffee drinkers can save nearly 23 pounds of paper cup waste by toting around their own reusable mug.

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®

Contigo products are for savvy consumers who seek solutions to the daily challenges of their active lifestyles. Knowing that on-the-go beverages can be messy and complicated to use, Contigo developed a line of simple, yet functionally innovative, environmentally friendly drinkware. Headquartered in Chicago, 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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