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PRESS RELEASE

## New Ideas Generate the Formula For Tervis in 2008

Friday December 21, 2007, North Venice, FL- Leading the way in cup innovation for more than 60 years, Tervis Tumbler is nationally renowned for the cup that "Works like magic". This miracle cup is designed from Polycarbonate material, the exact material that bullet proof shields are fabricated from. Durability will never be a discussion with Tervis.

With the recent expansion of sales, Tervis Tumbler had added many emblems to the numerous lineups of cups already available. The all new Hibiscus, Coastal, and Party bird collections (MSRP\$13-\$15 per cup and MSRP\$38-\$42 per set) add another touch of class to a barbeque or company picnic.

Whether it's an impression on others or just simply a need for a reliable cup, Tervis sets the standards on durability and innovation.

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Tervis Tumbler Company

201 Triple Diamond Blvd.

North Venice, FL 34275