



FOR IMMEDIATE RELEASE  
February 18, 2008

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**Tervis Tallies Another Outstanding Year**  
*Florida Manufacturer Shines in a Tenuous 2007*

*North Venice, Florida* – Tervis Tumbler Company’s 2007 numbers are in and the drinkware manufacturer has once again surpassed its own sales goals. Based in the southwest Florida city of Venice, Tervis Tumbler posted just over \$30 million in sales, a 26 percent increase over the previous year’s record-breaking growth.

A manufacturer of premium insulated tumbler products since 1946, Tervis Tumbler has based its operations in Florida since the 1960s. The privately owned company built a new headquarters and plant in 2005 and is already pursuing additional expansion plans due to strong growth over the past several years.

Tervis Tumbler has also increased its human resources, adding 35 new positions in 2007. Job growth within the company spans all areas, from manufacturing to accounting, sales and customer service to IT. New positions ranged from factory line workers to executive management and everywhere in between. To date, Tervis Tumbler has 205 employees.

“We have always set aggressive sales goals and put strategic plans in place to achieve them,” says Laura Spencer, chief executive officer for Tervis Tumbler. “I must credit the hard work and dedication of our employees for constantly raising the bar for themselves.” Spencer cites the company’s commitment to continuous improvement and its continued pursuit of new markets and qualified resellers who promote and support the Tervis brand. “Every sales channel reported growth in 2007,” she says, “and that’s very impressive.”

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The majority of Tervis Tumbler's sales are in its Wholesale channel, where 6,000 resellers ranging from Bed, Bath & Beyond to independent specialty retailers, sell Tervis products. The company reports an increase in existing customer orders, as well as an increase in new accounts. "We participated in more trade shows than ever before last year, which put us in front of a larger segment of qualified buyers," says Marie-Christine Girton, director of sales. "Our tumblers have a hands-on, experiential quality about them, so trade shows work very well for us."

Tervis Tumbler also recorded sales growth in its Premium channel, which serves corporate customers and ad specialty companies with customized products. Tervis Tumblers featuring company and organization logos are used as corporate gifts, giveaways, and incentives. . Tervis also registered an increase in its Golf channel, selling custom tumblers to pro shops, country clubs, and at most USGA and PGA tournament events nationwide.

Within its Retail channel, Tervis Tumbler's website, [www.tervis.com](http://www.tervis.com) posted significant growth of 55 percent. The company's four Florida stores, located in Osprey, Ft. Myers, North Palm Beach, and The Villages also reported steady growth. The Villages store, which opened in 2006, also exceeded its projections.

In tandem with its employees' efforts, Tervis Tumbler Company attributes its across-the-board 2007 sales increases to continued branding efforts, which reinforce high-quality products, trend-driven designs, and a lifetime guarantee on every tumbler it sells.

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#### **About Tervis Tumbler**

Headquartered in North Venice, Florida, Tervis Tumbler Company manufactures crystal-clear, insulated drinkware that is guaranteed for life. Since 1946, the unique, double-walled tumblers have kept cold drinks colder, hot drinks hotter longer. They are sold in 6,000-plus retail outlets nationwide. The company is dedicated to upholding the same high standards of quality craftsmanship and customer relations today as it has for decades. For additional information about Tervis Tumbler, call (941) 441-3101, or visit [www.tervis.com](http://www.tervis.com).