

FOR IMMEDIATE RELEASE
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Note to Media: For Image of Tervis Headquarters
visit www.tervis.com/img/hq.jpg

Tervis Tumbler Named *Business of the Year* by Venice Area Chamber

North Venice, FL --Tervis Tumbler Company, manufacturer of premium insulated drinkware, has won the 2006 Business of the Year Award (Large Business category) from the Venice Area Chamber of Commerce. The presentation was made Wednesday, May 31, at the Chamber's annual Awards Luncheon held at Plantation Golf & Country Club in Venice.

In business since 1946 and based in Osprey since the 1960s, Tervis Tumbler moved in October, 2005, to its new, expanded headquarters in nearby North Venice. The new Tervis headquarters and factory, located at 201 Triple Diamond Boulevard, is more than two times the size of its former building, with room for future on-site expansion. The Tervis Factory Store remains open at the original Osprey location on US 41. The company is currently growing in every division at a healthy pace.

Current owner Norbert Donnelly acquired Tervis Tumbler Company in 1988, when it had just 12 employees and \$380,000 in annual sales. Today Tervis has 140 employees and sales of \$18 million. In the past six to eight years, Tervis Tumbler has experienced

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the strongest growth in its history, which the company attributes to a variety of factors, including the introduction of new products and designs, a comprehensive re-branding effort, strategic sales and marketing initiatives, the addition of key employees, new facilities and equipment, and an uncompromising commitment to customer service. Tervis Tumbler also credits a company-wide commitment to its value proposition, which is staying true to its core competencies of rapid delivery, customization, and product reliability and durability.

This year, Tervis Tumbler is celebrating its 60th Anniversary as an American manufacturer. Tervis drinkware products, which are sold in over 6,000 retail outlets nationwide, are unconditionally guaranteed for life.

For additional information about Tervis Tumbler Company, please contact Marnee Smith, marketing manager, at (941) 441-1049, at msmith@tervis.com – or visit www.tervis.com.

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About Tervis Tumbler

Founded in 1946, the Tervis Tumbler Company is dedicated to upholding the same high standards of quality craftsmanship and customer relations today as it has for over 60 years. Headquartered in North Venice, Florida, the company manufactures and sells the world's only insulated drinkware with a lifetime guarantee. For more information, please call 1-800-237-6688, ext. 1340, (941) 441-1049, or visit the Tervis website at www.tervis.com.