



FOR IMMEDIATE RELEASE
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Tervis Tumbler® Inks Licensing Deal with Rally for the Cure®

North Venice, FL – Drinkware manufacturer Tervis Tumbler Company has confirmed a marketing partnership with Rally for the Cure, a grassroots program promoting breast cancer awareness and prevention through early detection. Rally for the Cure, sponsored by Golf For Women magazine, is working together with Susan G. Komen for the Cure in its mission to make a difference in the fight against breast cancer.

The licensing agreement gives Tervis Tumbler the rights to market and sell official Rally for the Cure tumblers to its customers, including 6,000 retailers nationwide, as well as its strong base of golf and premium customers.

“Our popularity in the golf industry, especially at tournament golf events, helped bring us together with Rally for the Cure,” says Laura Spencer, Tervis Tumbler Chief Executive Officer. “This is an ideal opportunity to promote the cause and encourage breast cancer awareness. With every sale, we are helping the cause -- every time a Rally tumbler is used, we help spread the message. We feel certain that Rally tumblers will not only sell well in the golf market, but also in our retail and premium channels, as well as on our website and in our own four Tervis stores.”

Rally for the Cure Tervis Tumblers feature an embroidered emblem with the breast

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cancer awareness pink ribbon intertwined with a golf club. In true Tervis fashion, the custom-designed emblem is ultrasonically sealed within the two tumbler walls to create a unique, long-lasting product. Rally tumblers are available in all four Tervis Tumbler sizes as individual units and in gift boxed sets.

Launched in 1996, Rally for the Cure has continued to encourage golf clubs and active golfers to participate in awareness programs and fundraisers through the sport of golf. Today, Rally for the Cure has registered 3,300-plus golf clubs and gained participation of one million participating golfers nationwide. While Rally's mission is awareness and early detection, volunteers have raised in excess of \$30 million for Komen for the Cure.

Tervis Tumbler has been manufacturing its popular brand of insulated drinkware since 1946. Tervis Tumblers are known for their glass-like clarity and virtually shatterproof durability. Tervis products keep hot drinks hotter, cold drinks colder and are so well-made, the manufacturer includes a lifetime guarantee with each tumbler sold. They are available with hundreds of themed designs, licensed collegiate emblems, and in glitter and clear varieties. Customized Tervis Tumblers, featuring individual logos, brands, and artwork, are popular as gifts and giveaways, as well as tournament and fundraising merchandise benefiting organizations such as Rally for the Cure.

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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) 441-1049, or visit www.tervis.com.