

contigo®

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PRESS TO REFRESH: CONTIGO® INTRODUCES NEW, ONE-TOUCH WATER BOTTLE
New AUTOSPOUT® Water Bottle Offers One-Handed Hydration Just in Time for Summer

CHICAGO, June 8, 2015 – Staying refreshed and hydrated this summer will be as simple as the push of a button. Contigo®, the leading producer of branded reusable beverageware, is expanding its already diverse water bottle line with a new one-touch hydration solution – the AUTOSPOUT® Ashland water bottle.

“With the improved Ashland, our engineering team created the next generation of our successful AUTOSPOUT franchise that incorporates several consumer-preferred enhancements.” said Todd Starr, Vice President of Marketing and Product Development at Newell Rubbermaid, parent company of Contigo. “As a result, Ashland is feature-rich with a smart, easy-to-use design, making it the perfect companion for staying active and hydrated this summer.”

Passionately engineered to offer consumers one-handed, on-the-go hydration, the AUTOSPOUT Ashland water bottle is equipped with several user-favorite features, including:

- Angled, screw-in straw that reaches to the bottom of the bottle, making sure consumers never leave a drop behind
- AUTOSPOUT button for easy, one-handed use
- Carry clip that attaches conveniently to bags, backpacks and luggage
- Protective spout cover to keep out dirt and germs
- Button lock and added lip prevents accidental pressing of the AUTOSPOUT button
- Top-rack dishwasher safe
- Available in 24 oz. (\$12.99) that fits most car cup holders, 32 oz. (\$14.99) and extra-large 40 oz. (\$16.99) capacities



The AUTOSPOUT Ashland water bottle will be available in late June at retailers nationwide and at GoContigo.com.

About Contigo

Chicago-based Contigo, a Newell Rubbermaid business, is a leading producer of innovative, leak-proof beverageware. Many Contigo travel mugs and water bottles feature the revolutionary AUTOSEAL® patented technology that automatically seals between sips, while additional models offer the patent-pending AUTOSPOUT® lid - featuring a drink spout with a one-touch button for easy opening and one-handed drinking. Contigo brand products – travel mugs, water bottles and kids water bottles – marry innovative technologies with on-style designs for products that consumers can feel confident about – whether they’re commuting to and from work, heading to the gym, or entertaining at home. See the entire line of Contigo products at www.GoContigo.com.

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