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FOR IMMEDIATE RELEASE**CONTIGO® LAUNCHES AUTOSEAL® GIZMO SIP WATER BOTTLE
TO GIVE KIDS SPILL-PROOF FUN ON-THE-GO**

Easy-to-Clean, Easy-to-Use Lid Designed for Busy Families; Inquisitive Children

CHICAGO, February 17, 2015 – Parents know that gizmos, gadgets and gears attract little hands and with this in mind, Contigo – the leading producer of innovative water bottles, travel mugs and kids water bottles – has designed a new hydration product for even the most inquisitive child. The Contigo AUTOSEAL® Gizmo Sip water bottle was designed to keep kids hydrated, healthy and clean with a unique lid featuring bright colors and engaging mechanisms that make hydration both fun and functional for the whole family.

“Parents have told us that they want kids products they can count on to be spill-proof and easy for kids to use,” said Todd Starr, vice president of marketing and product development at Ignite USA, parent company of Contigo. “The Gizmo Sip caters to inquisitive kids who have outgrown sippy cups but haven’t outgrown spilling. It empowers kids to have fun without causing parents to worry about messes.”

Spill-Proof and Easy-to-Clean for Parents

The Gizmo Sip is outfitted with Contigo’s patented AUTOSEAL technology, which makes the water bottle 100% leak- and spill-proof for kids ages 3 and up. Kids simply press the button to drink and release the button to automatically seal the water bottle between sips, preventing accidental drips and spills.

In addition, parents love the spout cover, which keeps out dirt and keeps the mouth piece protected when not in use, as well as the easy-clean lid that flips open to make the bottle easy to clean quickly and thoroughly. The lid and body are both top rack dishwasher safe with no loose parts to misplace.

Fun and Functional for Kids

Driven by a recent survey in which over half of parents said they prefer a “mechanical fun” feel for kids reusable water bottles, the AUTOSEAL Gizmo Sip design puts the FUN in functional with colorful internal parts that move with the press of a button, a transparent lid that gives glimpses of the internal workings of the water bottle and a soft handle that’s comfortable for kids to use.

The AUTOSEAL Gizmo Sip is BPA-free and has a 14 oz. drink capacity. The water bottle is available at Meijer and GoContigo.com for a suggested retail price of \$9.99.



**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, heading to the gym, or entertaining at home. See the entire line of Contigo products at www.GoContigo.com.

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