

*FOR IMMEDIATE RELEASE*

**THE SNAP-SAVER™ THE NO-BRAINER CONTAINER™ : A STORY OF AN  
INVENTOR WITH A DREAM AND SHEER DETERMINATION**

**SAN DIEGO, California, March 20, 2004**—When Snap-Saver LLC introduced its revolutionary new storage container product, Snap-Saver The No-Brainer Container™, it represented a major milestone in the life of its inventor, Kate Adams. Kate’s dream and vision of creating a solution to the age-old frustration of never being able to find the matching lid to her storage containers began while sitting on the floor of her kitchen in 1995. In March 2004, her product will be marketed on television and offered to retailers for fourth quarter delivery later this year.

Kate’s heart-warming story is a testimony to the American Dream. Kate is a devoted mother of three, with her own home-based business. Like so many busy people, Kate was constantly looking for better ways to remain organized and save time. In 1995, following just one more frustrating event of trying to find a matching bowl and lid, as the containers cascaded from the cupboard to the floor, Kate vowed to solve this problem. She distinctly remembers sitting on her kitchen floor thinking, “I’m going to solve this problem!” Within a few hours and some encouragement from her husband, she had it.

Little did she know at the time, that that was just the beginning of a long patenting, researching and manufacturing process.

Snap-Saver is one of those simple solutions that cause many to think, “Why didn’t somebody think of this before?” With its unique patented design, Snap-Saver™ lids snap to the bottom of their matching bowls when not in use, so you never have to look for the lid. In addition, Snap-Saver™ lids snap into lids and same-sized bowls nest in each other, creating a storage system that stacks neatly and efficiently in kitchen drawers and cabinets. Snap-Saver™ products are microwave-safe, dishwasher-safe and freezer-safe. The No-Brainer Container™ is manufacturer in the United States using the best materials and craftsmanship.

“I want to say a special thank you to all of the investors and strategic partners in Snap-Saver, LLC for believing in this project and participating in making a vision a reality,” stated Kate Adams, now the Chairman and Chief Creative Officer of Snap-Saver, LLC. “It has been a long journey, from that day in my kitchen. I’ve always believed that enjoying a meal with our families should not be followed by unnecessary frustration when it comes to cleaning up. Storing leftovers should be a bonus for easier meal preparation later in the week, not the never-ending frustration of “where’s the lid?” Why should we have to choose between wasting our time or wasting our money and polluting our planet with disposable containers and bags? Creating a reliable and durable container, that keeps the lids and bowls together at your fingertips is Snap Saver’s solution to a problem the other companies have ignored for fifty years.”

Snap-Saver LLC, headquartered in San Diego, California, is a marketing company specializing in storage containers. Complete company and product information can be found at the Company's web site, located at [www.snap-saver.com](http://www.snap-saver.com)

FOR FURTHER INFORMATION

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