

PRESS RELEASE

Aladdin's New Papillon Drinkware Series turns Yoghurt Cups into Travel-Mugs

Shanghai, June 2010. Made out of eCycle Aladdin's new Papillon drinkware series reduces the landfill which is polluting our environment: Not only are the items made out of recycled plastic such as yoghurt cups, the products can also be recycled at the end of their lifecycle via collection stations.

eCycle is Aladdin's proprietary mix which consists of 100 percent of recycled, foodgrade polypropylene, a material often used for product packaging. A minimum of 22.5 percent of the material originate from already used packaging such as yoghurt cups or shampoo bottles. eCycle is conform with the FDA- and EU-regulations and free of Bisphenol A (BPA). For its innovative and sustainable approach the eCycle material was recently awarded with the 2009 iF material award and the Special Award for Responsible Corporate Management by Initiative LifeCare. In addition the material also received a nomination for the prestigious 2011 Design Award of the Federal Republic of Germany.

Both the Papillon Recycled & Recyclable Tumbler .35L as well as the Papillon Recycled & Recyclable Traveler .35L are made to 100 percent out of eCycle. Both items have a double wall insulation that keeps drinks hot or cold and fit into standard car-cup holders. The Papillon Recycled & Recyclable Traveler .35L features an ergonomic shaped handle for easy carrying whereas the Papillon Recycled & Recyclable Tumbler .35L comes with the eco-conscious messaging "This mug is actually green." printed on it.

P R E S S R E L E A S E

The suggested retail price for the Papillon Recycled & Recyclable Traveler .35L is €17.95 and €14.95 for the Papillon Recycled & Recyclable Tumbler .35L. The items can be sourced via info.europe@pmi-worldwide.com.

About iF material award:

The iF material award has been awarded annually since 2005 by International Forum Design in Hannover/Germany. A jury of international experts selects the winning products that stand out through their intelligent and efficient use of materials and the resulting sustainability. Since its first launch five years ago the iF material award today has become an important mouthpiece and trends barometer in the area of materials.

About Special Award for Responsible Corporate Management by Initiative LifeCare:

Initiative LifeCare is under the patronage of the Federal Minister for Consumer Protection, Food and Agriculture, Mrs. Ilse Aigner. LifeCare judges kitchenware and kitchen appliances based on quality, functionality, meaningfulness and sustainability. With this approach the Initiative wants to meet the requirements of the changes in society's values and to give consumers concrete decision guidance for making purchases by awarding the "KitchenInnovation of the Year®". In addition the "Special Award for Responsible Corporate Management" evaluates projects which target conservation of resources, healthcare, sustainability and responsible personnel policies.

P R E S S R E L E A S E

About Design Award of the Federal Republic of Germany:

The Design Award of the Federal Republic of Germany is the country's highest distinction in the field of design and sets strict criteria on entries: a company can only enter the competition for the Design Award if its product has already been awarded a national or international design prize. Another precondition for entry is that companies must have been nominated by the Ministries and Senators of the Federal States or by the Federal Ministry of Economics and Technology.

About Pacific Market International:

Pacific Market International (PMI) was established in 1983 and produces stylish and eco-friendly on-the-go food and drinkware for its brands Aladdin® and Stanley®.

PMI places a special emphasis on sustainability, design, functionality and quality of its products. The company is thoroughly committed to Corporate Social Responsibility and Code of Conduct.

PMI is based in Seattle/USA with offices in Shanghai/China and Manila/Philippines. The company employs around 150 employees worldwide.

PRESS RELEASE

Available images:



Papillon Tumbler .35L group shot



Papillon Tumbler .35L blue



Papillon Tumbler .35L gray



Papillon Tumbler .35L blue



Papillon Traveler .35L group shout



Papillon Traveler .35L blue



Papillon Traveler .35L gray



Papillon Traveler .35L green



2011 Design Award of the Federal Republic of Germany Nominee



2010 KitchenInnovation Special Award



2009 iF material award

Contact:

Rebecca Zistel

Room 11B, 720 Pudong Avenue, 200120 Shanghai, China

rebecca.zistel@pmi-worldwide.com

Tel.: +86 21 5036 6905

Fax: +86 21 6876 5028