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YEW Stuff® Introduces POP Lights™

Light Up Water Bottles, Lunch Boxes and More!

KATY, Texas – September 27, 2017 – YEW Stuff®, a brand of Igloo Products Corp., is pleased to announce the launch of their new product line, POP Lights™. An innovative line of attention grabbing LED light up water bottles, lunch boxes, and seasonal items including Halloween Treat Bags and Holiday Stockings will be available to retail buyers in 2017. Additionally, YEW Stuff will launch an extended line of categories in 2018.

14oz Water Bottles



Every time you take a sip from the easy-access chug spout, LEDs light up the sides to reveal a cool image. Seven color settings allow you to show off your favorite color, or you can select color-changing mode. The bottle holds 14 oz. of your favorite drink, and all of it stays inside, as a silicone gasket that's fitted inside the lid prevents leaks. An oversized, spring-loaded push button with auto-release function provides easy opening, and the attached lanyard makes the bottle easily portable. Made from Eastman Tritan™ material, the durable hydration bottle is shatter-resistant and BPA-free. Not only are POP Lights Hydration Bottles cool to drink from, but they double as nightlights when you're not using them! The 30-minute auto-shutoff timer keeps new AAA alkaline batteries (included) running for longer than 40 hours.

Product Features:

- High-efficiency LED lights let you enjoy 40 hours of light-up fun before having to replace batteries.
- Made with BPA-free, shatter-resistant Eastman Tritan™ material.
- The first round of batteries is on us. Three 1.5V AAA batteries power this LED light system to give you bright, fun glowing action at the push of a button.
- Lights up in 7 different colors (Red, Green, Blue, Yellow, Aqua, Pink, White) and 1 color changing cycle. A push of a button runs you through each setting.
- 30-minute auto shutoff timer keeps you glowing longer, while helping fresh alkaline batteries last

over 40 hours.

- Makes an awesome nightlight when not in use.
- Cap flips open at the push of a button and is leak resistant to help keep your drink on the inside and not on the outside.
- Looped cord makes bottle easy to secure.
- **Available Designs:** Monster Truck, Unicorn, Fire Engine, Mermaid, Dolphins, Shark, Cattitude, Ballerina, Dinosaur Pizza, and Astronaut.
- **Retail:** \$12.80

22oz Water Bottles



You'll encounter many envious looks when drinking from these hydration bottles because the LEDs that light them up are out of this world. Seven color settings allow you to show off your favorite color, or you can select color-changing mode. Discover the 22 oz. bottle's many features, such as the oversized and spring-loaded, auto-release push button to open the bottle easily and the silicone gasket in the lid that prevents leaks and accidental spillages. There's also a lanyard for portability and a chug spout for easier drinking. The advanced design reveals a tough construction of Eastman Tritan™ material, which is shatter-resistant and BPA-free. Your face will beam at the unworldly amount of RAD graphics to choose from in the range. Go into orbit every time you drink from POP Lights Hydration Bottles. And when you're not drinking, transform your bottle into a nightlight! The AAA alkaline batteries (included) stay charged for over 40 hours thanks to the 30-minute auto shutoff timer.

Product Features:

- High-efficiency LED lights let you enjoy 40 hours of light up fun before having to replace batteries.
- Made with BPA-free, Shatter-resistant Eastman Tritan™ material.
- The first round of batteries is on us. Three 1.5V AAA batteries power this LED light system to give you bright, fun glowing action at the push of a button.
- Lights up in 7 different colors (Red, Green, Blue, Yellow, Aqua, Pink, White) and 1 color changing cycle. A push of a button runs you through each setting.
- 30-minute auto shutoff timer keeps you glowing longer, while helping fresh alkaline batteries last over 40 hours.
- Makes an awesome nightlight when not in use.
- Cap flips open at the push of a button and is leak resistant to help keep your drink on the inside and not on the outside.
- Looped cord makes bottle easy to secure.

- **Available Designs:** Palm Trees, Stars and Stripes, I Heart Cupcakes, Block Skulls, Pineapple, Flamingos, Cactus, Alien, Good Vibes, and Turntable.
- **Retail:** \$14.80

Lunch Boxes



Attention grabbing LEDs light up and frame the front of this lunch box and ensure you stand out! Seven color settings allow you to show off your favorite color, or you can select color-changing mode. In addition, this easy-to-transport lunch box is "cooled by Igloo" with thick insulation to keep your food and drinks, colder for longer. A puncture resistant, antimicrobial, heat sealed liner safeguards against leaks and makes it super easy to clean. This roomy 9.5" wide x 3.5" deep x 7.5" tall lunch box gives you plenty of space for your packed lunch, and an interior mesh pocket helps keep utensils and napkins in place. The water resistant exterior features a blue and aqua checkerboard design and a large front panel guarantees the LED display pops. Durable, kid tested-tough handle and zipper makes your lunch box easy to carry and keeps all your contents securely inside. And when you're not using your lunch box, remove the LED panel and use it as a nightlight! 10 minutes auto shut off timer helps fresh AAA alkaline batteries (included) last over 40 hours.

Product Features:

- High-efficiency LED lights let you enjoy 40 hours of light up fun before having to replace batteries.
- YEW Stuff has collaborated with IGLOO® to bring you the best in insulation and cooling technology.
- The first round of batteries is on us. Three 1.5V AAA batteries power this LED light system to give you bright, fun glowing action at the push of a button.
- Lights up in 7 different colors (Red, Green, Blue, Yellow, Aqua, Pink, White) and 1 color changing cycle. A push of a button runs you through each setting.
- 10 minute auto shutoff timer keeps you glowing longer, while helping fresh alkaline batteries last over 40 hours.
- LED panel is removable and makes an awesome nightlight.
- Antimicrobial liner inhibits the growth of microorganisms to help keep things fresh while on the go.
- Liner is leak resistant to help keep lunch on the inside and not on the outside.
- Storage pocket on the inside keeps the small things nice and snugly.
- **Available Designs:** Cattitude, I Heart Cupcakes, Dinosaur, Shark, Monster Truck, Dolphins, Astronaut, Block Skulls, and Unicorn.
- **Retail:** \$14.80

Additional POP Lights items including backpacks will be made available in early 2018. Visit www.yewstuff.com to see what hot new items are coming soon!

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About YEW Stuff®

YEW Stuff brings whimsical graphics to innovative products in the sporting goods, hydration and housewares categories, and everywhere in between! Prior to being acquired by Igloo Products Corp. in 2016, owners Benjamin Soto and Brad Blankinship lead design and marketing with backgrounds at Paul Frank, RVCA and Raskullz 3D bike helmets. YEW Stuff brings the fun to everyday items! To learn more about cool new products by YEW Stuff, visit www.yewstuff.com.