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Kids KonsERVE® Announces Company Name Change

SAN FRANCISCO, CA (February 12, 2014) – As part of a re-branding initiative to better align with the company’s broad product offering, Kids KonsERVE announces its new name: U•KonsERVE. The new name reflects the company’s firm commitment to providing the entire family (not just the kids) with safe, durable, long-lasting and reusable food-storage solutions.

The company launched in 2008 as Kids KonsERVE, with a focus on waste-free lunch-packing solutions for kids. Over the past five years demand has steadily increased, and the company has expanded to include products for teens and adults, as well as a complete line of general food-storage solutions. As U•KonsERVE, the company provides the same high-quality, durable, non-toxic products, now with a name that better describes their diverse product offering.

“Changing our name to U•KonsERVE reflects a shift that has been underway for a few years,” stated Chance Claxton, the company’s co-founder. “While a significant part of our strategy continues to focus on children and schools to reduce overall lunchtime waste, our customers have also been asking for products to help them reduce waste at work, at home and while traveling. Listening to our customers has helped us define our direction and evolve into a successful company that is true to our original mission.”

U•KonsERVE is also proud to announce its 2014 partnership with **Healthy Child Healthy World**, a leading environmental non-profit, to help educate and empower parents to make informed choices to create a safer, healthier environment for children.

About U•KonsERVE®

U•KonsERVE offers a complete line of quality, safe and reusable food-storage solutions designed to eliminate waste generated by single-use disposable food packaging. Products include leak-proof stainless steel containers and bottles, recycled lunch totes and ice packs, reusable snack bags and sandwich wraps, and waste-free accessories. The non-toxic and durable products make ideal food storage for school lunches, work, travel, picnics, takeout, salad bars, refrigerator storage for leftovers, and more. All products are free of BPA, phthalates, PVC and lead.

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The complete line of U•KonsERVE® reusable food-storage solutions for adults and children can be purchased at www.ukonsERVE.com, and at retailers in the U.S. and internationally. If you’d like more information, or to schedule an interview with Chance Claxton, please call (866) 410-9667 or email Chance at chance@ukonsERVE.com.

