



FOR IMMEDIATE RELEASE

WANT A BETTER WAY TO SEND FRESH BAKED HOLIDAY TREATS ACROSS THE MILES? THE SEAL-A-MEAL® VACUUM FOOD STORAGE SYSTEM HELPS TREATS ARRIVE FRESH

Milford, Mass. (November 1, 2005) – Everyone loves to receive packages during the holiday season that are filled with tasty treats. After all, holiday treats are a very special way to show you care and, of course, you want them to arrive as fresh as the day you baked them. Using a vacuum food sealer is the best way to help keep treats tasting fresh and delicious when delivered to the doorsteps of friends and family miles away.

The proof is in the Sealer. The Seal-a-Meal® Vacuum Food Sealer is perfect for sealing holiday cookies because it removes all the excess air that can deprive treats of their flavor and leave them tasting stale. It's a fact that food stored with a vacuum food sealer stays fresher up to five times longer. Your goodies arrive tasting fresh, even after days of travel -- and will be sure to spread holiday cheer just as you intended. Try the Seal-a-Meal® Vacuum Food Sealer with Soft Seal™ Vacuum Control, which is designed especially for delicate foods.

"It's easy to get caught up in holiday shopping, gift-wrapping and travel plans. You end up forgetting about one of the best parts of the holidays -- the food. The Seal-a-Meal® Vacuum Food Storage System is an ideal way to share your favorite foods with loved ones by sealing and sending treats wherever you can't be," said Larry Kahn, Director of Marketing.

In addition to sealing and sending holiday treats, the Seal-a-Meal® Vacuum Food Storage System is a great time-saver during the holiday rush. Desserts and side dishes can be prepared days in advance and stored until the holiday meal is served, leaving the cook free to join the party and enjoy time with guests. The stored foods maintain flavor and nutritional value so you can feel good about always serving the freshest food to friends and family. And don't forget the leftovers! The best way to keep extra turkey and stuffing tasting fresh is by vacuum sealing before popping it into the refrigerator or freezer.

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For more information on the Seal-a-Meal® Vacuum Food Storage System, including recipes and tips, please visit www.seal-a-meal.com.

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JCS/THG, LLC doing business as The Holmes Group, a fully integrated consumer products company, located in Milford, MA, with offices and manufacturing facilities worldwide, is a leading manufacturer of consumer products for Home Environment, Kitchen, and Lighting. With well-known brands such as: Bonaire®; Crock-Pot®; FamilyCare®; Holmes®; MasterGlow®; Patton®; Rival®; Seal-a-Meal® and White Mountain®; continuously develops, manufactures and distributes innovative, high quality products to meet consumer demands.

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