



FOR IMMEDIATE RELEASE

**MAKE ROOM FOR THE VACUUM FOOD SEALER –
THE NEW MUST- HAVE KITCHEN APPLIANCE FOR BUSY MOMS**

Milford, Mass. (March 21, 2005) – Today's busy parents need help keeping food fresh! According to a new survey commissioned by the makers of the Rival® Seal-a-Meal® Vacuum Food Storage System, moms are interested in a better way to store food - to be able to save time by preparing make-ahead meals for use during their hectic weeks, and to keep groceries fresher longer.

Nearly three-quarters (74%) of moms surveyed would be willing to spend a little extra time on the weekend preparing and storing meals to cut down on the amount of time they spend in the kitchen during the week. Still, many moms make multiple trips to the market and spend their nights in the kitchen because they want to serve fresh-tasting meals. Now there is a better way! Nearly all of moms surveyed (77%) said they would use a vacuum food sealer to store make-ahead meals and groceries if they knew it would keep food fresher longer, and help retain the original taste and nutrition of meals they serve their families.

Half of moms surveyed were surprised to learn that food stored in conventional wraps and bags loses flavor and nutritional benefits over time, primarily as a result of excess air surrounding the food. Vacuum sealing works by removing all of the air in each vacuum package to seal in nutrition and flavor, so moms don't have to worry about freezer burn or spoilage. Compared with other common storage methods, food stored with a vacuum food sealer has been found to stay fresher up to five times longer! Prolonging the freshness of the foods moms cook and buy means more free time, better tasting food and less waste.

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For busy moms, help is on the way!

This spring, Seal-a-Meal® will introduce its new line of vacuum food sealers and accessories. The new Seal-a-Meal® product line will include the first cordless vacuum food sealer available, as well as a Soft Seal™ Variable Vacuum Control feature for sealing delicate foods such as bagels, cookies and muffins. Seal-a-Meal® will also offer a space-saving compact vacuum food sealer, and a unique Minute Marinating Canister™ that cuts marinade time from hours to as little as 20 minutes.

“Vacuum sealing is a time-saver, a money-saver and, most importantly, a way to preserve the original taste and nutrition of foods,” said Larry Kahn, Marketing Manager, Seal-a-Meal® brand. “The Seal-a-Meal® Vacuum Food Storage System is the must-have kitchen appliance for parents on the go.”

The new family of Seal-a-Meal® vacuum food sealers and accessories will be available at retail stores beginning later this spring.

Survey Methodology

Survey results are based on telephone interviews with a representative sample of 500 women aged 25 to 54, including 268 moms. Opinion Research Corp.’s Caravan conducted telephone interviews between March 3 and March 7, 2005. The margin of error is approximately plus or minus four-percent. For more information and product images please contact:

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The Holmes Group, a fully integrated consumer products company, headquartered 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: Bionaire®; Crock-Pot®; FamilyCare®; Holmes®; MasterGlow®; Patton®; Rival®; Seal-a-Meal® and White Mountain®; The Holmes Group continuously develops, manufactures and distributes innovative, high quality products to meet consumer demands.

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