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Fred® Adds More Clever and Creative Products to its Quirky Line Up

Garden City, NY, February 2016 — Fred & Friends®, a division of Lifetime Brands, Inc., adds a multitude of amusing and quirky products to its existing collection of fun and functional gadgets. Items range from a futuristic nose and ear trimmer to a food truck catering to birds. Enjoy!

New Products

Fred® THE ATOMIC TRIMMER™ Nose & Ear Hair Trimmer (*a futuristic trimmer*).

Pull the trigger on Fred's retro-styled Atomic Trimmer and stand back as unwanted nose and ear hair gets blasted away! Safe-to-touch stainless steel blades are housed in sturdy ABS plastic. One AA battery* powers the trimmer with lightning speed! Packed in a "futuristic" window box — a perfect gift for every spaceman on your list! Design by Blue Sky Designs. *Battery not included. SRP \$20



Fred® WANDER WARE™ Camping Barware (*drinkware for the adventure prone*). Add some class to your next outdoor "adventure." Fred Wander Ware camping barware is made out of break-resistant enameled steel that can handle 5'o clock in any backcountry. Toss them into your rucksack and you'll *Always Be Prepared!* Design by Rafael Cerrada, Fred Studio. SRP \$5.00 (bottle opener), \$6 (shot cup), \$10 (rocks cup), \$12 (martini cup), \$13 (wine cup)

Fred® LIL' WINNER™ Sippy Cup (*time for a victory crawl!*) Your kid is officially the BEST, so give him Lil' Winner from Fred! Fill this trophy-style sippy cup with junior's favorite beverage and let the celebration begin. Made of BPA-free, phthalate-free plastic with removable, spill-proof lid and silicone stopper. Designed by Winsor Pop, Fred Studio. SRP \$12.00



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Fred® EGG MONSTER™ Bread Cutter (*here's looking at you, kid!*) Make breakfast scary-good with the Fred Egg Monster bread cutter. Forms a perfectly-shaped toast frame just the right size to fry up an egg. Design by Lauren Hastings, Fred Studio. SRP \$8.00

Fred® THE COPPER PARTY CUP™ Party Cup (*a classy twist on a classic cup*). Whether you're serving a Moscow Mule, or straight-up beer, The Copper Party Cup will add panache to your party. Fred's classic-styled cup holds 16 oz of your favorite beverage and is made of copper-plated steel. Designed by Lauren Hastings, Fred Studio. SRP \$16.00



Fred® "CHEESE LOG™ Knife and Cheese Board (*the clear-cut choice for chopping and serving*). Channel your inner lumberjack with Fred's Cheese Log knife and solid beechwood board set. A swift swing of the miniature stainless steel axe provides clean-cut cheese slices and efficiently chopped charcuterie. *Timberrrr!* Design by Kevin Somers and Scott Doty. SRP \$25.00

Fred® CHEEP EATS™ Bird Feeder (*curbside service for your birds*). Fred's Cheep Eats feeder is so fly — it's the perfect food-truck pit stop for all the hungry birds in your neighborhood. Ceramic with easy-to-clean steel tray. Design by Carl Mitsch, Fred Studio. SRP \$20.00



Fred® FUNNY SIDE UP™ Robot Egg Mold (*make fun robot-shaped eggs!*) The future of breakfast is here! Drop two eggs into Funny Side Up Robot for a breakfast that's out of this world. Made of pure, food-safe silicone. Design by Carl Mitsch, Fred Studio. SRP \$10.00