



PRESS RELEASE



8th February 2007

Bashed, bruised and battered fruit... a thing of the past!

FruityFaces are colourful inflatable fruit carriers which clip onto bags, backpacks and lunch boxes, protect fruit from bruising when being carried away from the home and keep it fresh.

FruityFaces are supporting the EU's "Mr. Fruitiness" campaign that was recently promoted at the Fruit Logistica Show in Berlin in February 2008.

FruityFaces have been enormously successful in the United Kingdom and have sold over 200,000 units nationwide in the last 18 months. Fruit producers and manufacturers have commissioned bespoke FruityFaces to be used in competitions, as giveaways and for reward schemes, to help promote their products and create brand awareness. FruityFaces have also been sold alongside fruit products to increase fruit sales.

FruityFaces have helped encourage children to choose fruit as a healthy snack and have proven to increase fruit consumption (proven by our customer survey).

A fruit producer, who commissioned a special range of Fruity Faces in the design of their own characters to promote their products, said "working with FruityFaces has enabled us to show our support to the national drive to get children to eat more fruit. Creating our 5 characters with FruityFaces has proved really successful and, more importantly, is a fun way of getting children to carry fruit with them."

Chiquita Bananas used FruityFaces to promote their new mini banana range and said "FruityFaces are fun and a fantastic product to help our consumers carry Chiquita Bananas wherever they go! Chiquita ran a promotion with the FruityFaces banana case and our consumers just love it".

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