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PACIFIC CORNETTA DONATES 500 SOF-T™ MUGS TO BENEFIT THREE DIVERSE CHARITIES.

The new Liquid Solution Sof-t™ mugs will be sold at the Pacific Cornetta booth with 100% of the proceeds benefitting three charities.



Tualatin, Ore. (June 2009) – Pacific Cornetta today announced that it has partnered with Water For People, The Nature Conservancy and Oregon Active Foundation for a benefit event at the 2009 Outdoor Retailer Summer Market in Salt Lake City. The event will take place at the Pacific Cornetta booth, #31035E, on July 21, 2009-July 24, 2009.

The company has produced 500 of its newest product, the Sof-t™ mug, for consumers who want a sneak peek at the latest beverageware item. Show attendees can obtain a Sof-t™ mug with a \$10 minimum donation to one of the three charities. Purchasers can choose which non-profit organization they would like to support and donate the purchase price to that charity. 100% of their contribution will go directly to the charity of their choice. "We wanted to support and raise awareness for these organizations that do so much in communities around the world everyday," said Alex Liu, president of Pacific Cornetta, Inc. "This event gives show attendees a chance to learn about these organizations, get involved and give back."

In addition to the charity event mug, the company will release a similar Sof-t™ mug as the limited edition Outdoor Retailer show mug, which will be available at any show coffee cart.

Information about the event, the new Sof-t™ mug, and the charitable organizations can be found at <http://www.pacific-cornetta.com/press.htm>.

Members of the press who would like a Sof-t™ mug prior to Outdoor Retailer should contact Cassie Ulrich at 503.218.5170 or cassie.ulrich@pacific-cornetta.com.

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About Pacific Cornetta, Inc.

For 20 years Pacific Cornetta has created quality beverageware products including insulated mugs, vacuum bottles, water bottles and accessories. Everyday we strive to live our motto to Innovate, Improve and Inspire, and believe our products and practices do just that. We are continually searching the world for the inspiration and ideas that define our signature Liquid Solution® and Pearl® beverageware collections. Each product is crafted from the highest quality materials and stringently tested to ensure superior performance and customer satisfaction. All of our products are durable, refillable, and BPA-free. For more information, visit www.pacific-cornetta.com.

About Water For People

Water For People helps people in developing countries improve their quality of life by supporting the development of locally sustainable drinking water resources, sanitation facilities and health and hygiene education programs. Around the world, 884 million people do not have access to safe drinking water and 2.5 billion are without adequate sanitation facilities. Every day, nearly 6,000 people who share our planet die from water-related illnesses, and the vast majority are children. The organization works to provide these people with access to safe drinking water and sanitation; and create a world where no one suffers or dies from a water- or sanitation-related disease. For more information, visit www.waterforpeople.org

About The Nature Conservancy

The Nature Conservancy is the leading conservation organization working around the world to protect ecologically important lands and water for nature and people. Since it's founding in 1951 the organization has protected more than 119 million acres of land and 5,000 miles of rivers worldwide, and operate more than 100 marine conservation projects globally. The Nature Conservancy addresses threats to conservation involving climate change, fire, fresh water, forests, invasive species, and marine ecosystems. For more information, visit www.nature.org.

About Oregon Active Foundation

The Oregon Active Foundation (ORA) is dedicated to providing outdoor adventures for community members that are affected by life challenging conditions. The Oregon Active Foundation focuses on facilitating these adventures for young adults battling cancer, at risk children in challenging situations, and members of the community with disabilities. ORA is dedicated to providing support for the affected, their families, friends, and the charitable institutions that serve them. For more information, visit www.oregonactivefoundation.org.

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