



MEDIA CONTACT:

FOR IMMEDIATE RELEASE

Bret Plate, CEO  
Kid Basix LLC  
818.292.8896  
[bret@kid-basix.com](mailto:bret@kid-basix.com)  
[www.kid-basix.com](http://www.kid-basix.com)

**A “SAFE” BRAND OF DRINK WARE FOR THE WHOLE FAMILY**  
*The Safe Sippy™, Safe Sippy2™, Safe Sporter™ and Safe Starter™*  
*Stainless Steel Bottles Provide an Eco-Friendly Alternative to Plastic*

**Los Angeles (June 2009)** – In 2007, Kid Basix helped ignite a revolution in children’s drink ware when it launched The Safe Sippy™ drink cup for toddlers. The world’s first stainless steel sippy, The Safe Sippy™ cup took dead aim at the growing body of scientific evidence about the dangers of Bisphenol A, an endocrine disrupter found in many plastics. The response was instantaneous, and in little more than a year it could be found in over 1600 hundred stores in North America and over twenty countries internationally.

Now, the company known for its eco-friendly stainless steel cups, hip, modern design and commitment to children’s health is preparing to launch a whole new series of stainless steel products that will cement its reputation for great and green design geared towards the modern mom.

First to launch – in June – was The Safe Sippy2™ cup, the world’s first (and only) 2-in-1 sippy-to-straw bottle. The second generation of the original Safe Sippy™ cup, The Safe Sippy2™ bottle was created in response to overwhelming demand for a convertible cup. It comes with a travel cap for keeping the spout clean, travel plug so the cup can be thrown into a purse or travel bag without fear of leaking fluid, a standard sippy valve *and* a straw and straw adapter that easily converts the cup from a sippy to a straw bottle in seconds. For parents looking to save money, it is the perfect solution for kids who want to transition to straw bottles. It retails for \$14.95.

Next out of the gate is The Safe Sporter™ water bottle. The bottle comes in two sizes – 12 ounces and 16 ounces – with a large 24 ounce bottle planned for later in the year. Each size comes in three modern colors. The 12 ounce Safe Sporter™ bottle is designed for kids’ lunchboxes and arrives just as the growing U.S. movement to ban plastic water bottles on school campuses picks up steam. The 16 ounce bottle is the perfect size for on the go older kids and adults who don’t like carrying around large water bottles. The bottles will have an MSRP of \$14.95 and \$15.95.

Late summer will see the arrival of The Safe Starter™ stainless steel baby bottle. Insanely cute and beautifully designed, it’s been called “the coolest baby bottle in the world.” The Safe Starter™ bottle comes in two sizes: 5 ounces for newborns and 9 ounces for older babies. The nipple, which comes in three flow levels, was designed with the assistance of a nationally recognized lactation specialist. The bottles will carry an MSRP of \$12.95 and \$14.95.

“We created these products because my wife and I had done extensive research about the toxic effects of chemicals used to make many plastics,” says Bret Plate, C.E.O. of Kid Basix. “Now, with the growing awareness about the immense problem of plastic waste filling up our landfills, we are extremely excited to be adding to the ‘Safe’ brand; stainless steel is known for being sustainable, reusable and recyclable. We’re really committed to creating innovative products which are safe, non-toxic and better for the environment and its heartening to see how much the world has changed since we introduced The Safe Sippy™ cup.”

###