



For immediate release:

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FREEHEART DRINKWARE ACQUIRES SIGNATURE TUMBLERS

Next step in ongoing effort to offer broad product portfolio for specialty gift stores, home and kitchen specialty stores, collegiate/sporting goods retailers, golf resort pro shops, and in regional/national retailers.

SARASOTA, FL. -- (September 17, 2018) — Precision Products LLC, dba Freeheart Drinkware today announced it has acquired the Signature Tumblers brand and company of Hopkins, Minnesota, a long standing leading provider of innovative drinkware containers, primarily under the Signature® Tumbler brand.

Signature Tumblers has been one of the go-to firms in the double-walled drinkware category for over 20 years. Its quality products have been available throughout the North American and Canadian markets. Signature Tumblers has also been a strong market player in the Collegiate Licensed Drinkware Products market with hundreds of universities in its portfolio.

"We have a proven track record of accelerating the growth of businesses that we acquire and in operating our family of companies," said Jack Walters III, Chairman of Precision Products LLC. "Signature Tumblers' reputation in the market for quality, reliability and outstanding customer service will not only improve our top-line revenue and growth opportunity, but by integrating the brand into our portfolio it will reshape our company to deliver exponential value creation for our wholesale customers."

Executives leading the combined company are John Walters IV, Chief Executive Officer and Rainer Kuhn, President. The merger of operations will be completed during Q3 and Q4, with the headquarters located in Sarasota, FL.

"This acquisition strengthens our product portfolio, adds to our channel presence in Specialty Gift and select Regional/National retailers, plus it brings additive channel coverage in the Golf Pro Shop channel," said Rainer Kuhn, President of Freeheart Drinkware. "We will apply our creative product design capabilities, go-to-market expertise, and in-house vertically integrated end-to-end manufacturing capabilities to further scale both businesses' already strong performance."

The Signature Tumblers brand of products will fold in under the Freeheart brand which targets the adventurous, passionate and freedom-to-do-anything consumers. Freeheart products are rapidly gaining a foothold across the USA and are already in several thousand retail locations throughout North America. Freeheart product licenses in its portfolio include Loudmouth® Golf Brand, Kryptek® Camo, National Lacrosse League (NLL)®, Moojoi™, Emerson®, Muddy Girl®, Eagle Emblem Licensed Military (Army, Marines, Navy, Air Force, Coast Guard, Wounded Warrior) designs, and the JQ Collection.

About Freeheart

Founded in 2011, Freeheart is based in Sarasota-Bradenton, Florida. Freeheart is committed to delivering the absolute best quality and innovation on the market. Freeheart's brand embodies freedom, passion and adventure in its thermal insulated drinkware that is Made in the USA and keeps drinks cold & hot, has reduced condensation, and is dishwasher safe (top rack). Freeheart specializes in catering to specialty

gift shops, sports & memorabilia stores, buying groups, regional and national retailers, advertising specialty resellers, and also doing contract manufacturing of plastic components for OEMs. For information, please call 855-204-5106 or email sales@gofreeheart.com.