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Base Brands Eco-friendly Housewares Signs Sales Deal with Dugan-Bliss & Associates

Home and Kitchen Industry Rep is One of Southeast's Largest

Atlanta, GA, July 13, 2010—Base Brands, LLC (www.basebrands.com), maker of Reduce™ eco-friendly kitchen and housewares, has signed a sales agreement to be represented by Atlanta-based Dugan-Bliss & Associates (DBA) throughout the Southeast, effective July 6, 2010. Base Brands' product line consists of eco-friendly water bottles, insulated containers, garbage cans, and bamboo kitchenware. Dugan-Bliss (www.duganbliss.com) operates one of the largest permanent showrooms at AmericasMart, representing a variety of home décor, tabletop, gift and gourmet items.



Focusing on Base Brand's Reduce™ (www.reduceeveryday.com) product line and

PetTrek™ pet accessories, DBA's sales team will provide coverage in Georgia, South

Carolina, North Carolina, Tennessee, Mississippi, Alabama and Florida. "Partnering with DBA will provide us with a great opportunity to expose our brands to a wider audience," said Ken Kreafler, CEO of Base Brands. "They have a highly skilled sales force that understands the home goods market, which will help us to continue to build distribution. This arrangement will no doubt lead us to investigate other regional sales agent opportunities," Kreafler continued.

DBA is one of the largest housewares manufacturers' rep firms in the Southeast and ranks #7 within the US compared to similar rep firms. Some of their vendors include OXO, Wilton Armatale and Soda Stream. According to partner Verne Bliss, "Enhancing our line-up with Base Brands is a smart move for us because they create a wide variety of kitchen and home products that are both innovative and eco-friendly, which is a big growth market."

Base Brands' better known items include Reduce™ WaterWeek™ 5-bottle hydration system and the award-winning Reduce™ Smash Can™ trash compactor.

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About Base Brands

Founded in Atlanta in 2005, Base Brands (<http://www.basebrands.com>) is a fast growing company that invents creative, practical products to make life easier for a variety of consumer lifestyles. Including innovative and eco-friendly homeware, kitchenware, food storage containers and pet gear, the company's inventions continuously challenge category standards with solutions that fill distinct unmet consumer needs. Examples include the Reduce™ WaterWeek™ 5-bottle hydration system that promotes grab-and-go water consumption while ditching the disposables and the award-winning Reduce™ Smash Can™ trash compactor, which compacts 2X the household garbage. The company also makes Pet Trek™, a line of convenience gear for active pets and their owners. Due to steady sales growth, the company has recently relocated to a larger location at 400 Technology Court SE, Suite E, Atlanta, GA 30082. Follow Reduce eco-friendly products on Facebook at <http://www.facebook.com/reduceeveryday>. Visit www.reduceeveryday.com for more information.

About Dugan-Bliss & Associates

Dugan-Bliss & Associates, Inc. (DBA), founded in 1981 by partners Don Dugan and Verne Bliss, has represented many premier vendors in the home decor, tabletop, gift, and gourmet industries. Located in one of the largest showrooms in the AmericasMart in Atlanta, DBA has built a reputation in the industry for employing extremely knowledgeable and experienced staff and providing unparalleled customer service. Visit www.duganbliss.com for more information.

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