

For Immediate Release

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Fit & Fresh – New Tool for Healthy Living is Now Available at Retail Across America

Product Line Allows Consumers to Live a More Active, Healthy Life

Providence, RI – Fit & Fresh, a uniquely designed line of food and health products is now being offered across retail locations. Heralded as a “tool for healthy living,” the collection of patented-designed containers allows consumers to change their lifestyles towards healthier living. The Fit & Fresh line of products is innovative as it is designed for portion control for healthy eating.

“Consumers in America are faced with a series of challenges – they want to eat healthy, but today’s lifestyle puts people on the go. When they are on the go – their options are limited and today’s food containers don’t allow families to have choices – fresh, hot or cold meals. The impact of the Fit & Fresh system is that it allows everyone to eat almost any meal, anywhere and keep it hot – hot and cold – or cold,” said Brian Carey, Vice President of Fit & Fresh.

In America today the challenge for many families is to stay fit. Levels of overweight and obesity for both children and adults are now at a record status.

According to the American Obesity Association:

30.3% of children (aged 6 – 11) are overweight

15.3% of children (aged 6 – 11) are obese

30.4% of adolescents (aged 12 – 19) are overweight

15.5% of adolescents (aged 12 – 19) are obese

64.5% of adults (aged 20 and older) are overweight

30.5% of adults (aged 20 and older) are obese

“Fit & Fresh allows everyone the opportunity to have a nutritious meal at work or at school. We developed products based on how consumers live their lives. Adults who want to take a salad or soup to work – can now do so – in one container. Moms who want to pack their kids fruit and vegetables for school and keep them fresh and crisp can do so,” said Carey.

The Fit & Fresh line of products include:

Salad Shaker -- keeps lettuce crisp; dressing cool; and cleans up fast. Compact design carries easily to work, to school, on day trips or anywhere, anytime.

Soup and salad – Foods that are made for each other. Now they can travel together from home. The soup on top feature keeps the heat away from your lettuce. The salad on the bottom allows your soup to stay hot all day. This unique product allows the consumer to have lunch exactly like they want it. It comes with a convenient carry strap for easy transport.

Fruit and veggies – The fit & fresh chilled Fruit and Veggie Bowl takes your most perishable produce to a whole new level of delicious. The unique design allows you to chop and go... to work, school, a party or picnic.

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Lunch on the Go – The fit & fresh chilled lunch on the go makes a workday picnic in the park an everyday event. Contains separate containers for all lunch components – sandwich, condiments, fruit and desert.

Snack Clips – Designed for children and school. Two separate containers and built-in ice pack allows for a wide range of usage. Children need healthy foods. The Duo Dish design keeps foods from mixing, perfect for finicky eaters. Each compartment holds about 1.75 oz. of peanuts, 1 oz. of raisons or .5 oz. of cereal.

Chilled Shaker – The fit & fresh chilled shaker goes where you go while staying cool. Fill the powder compartment with nutritional supplements or flavor mixes. The ice wand keeps the beverage cup contents cold for hours. The product is perfect for energy drinks for work or for kids at school or camp.

The Fit & Fresh line is available at the following retail:

CVS Pharmacy, Drugstore.com, Big Y Foods, Ralph's Grocery, Woodman's Food Market, Albertsons, Shaws SuperMarket, Jewel-Osco, Savon, Acme Markets, Bi-Mart, Gottschalks, United Natural Foods, Frontier Natural Products, True North Nutrition, and Tara International.

"These products went through years of development. They were designed after hundreds of hours of interviews with parents and individuals. We created features in the products that will make their meals better and allows consumers to take healthy meals with them on the run," said Carey.

For more about the Fit & Fresh product line, recipes, recommendations or where to purchase, visit www.fit-fresh.com. Fit & Fresh is a MEDport company.

About MEDport, LLC:

MEDport develops and markets a wide range of Consumer healthcare, digital thermometers, nutritional care, and providing OEM supplier services as a pharmaceutical and medical devices. MEDport is the exclusive manufacturer, distributor and marketer of the TIMEX® Healthcare brand (including the TIMEX Accu-Curve™ Digital Thermometer) and the Vitaminder line of brands. The Providence, Rhode Island-based company has a broad-based distribution channel for its product including chain drug stores, chain nutritional stores, nutritional distributors, pharmaceutical companies, multi-level marketing distributors, and medical device manufactures. The company currently controls approximately twelve U.S. and international patents and trademarks. MEDport was founded in 1996 by Jeffery M. Jacober (deceased) who was considered one of America's most innovative entrepreneurs.