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For Immediate Release
Contact: Josh Fenton
401-490-4888
401-497-0186

Fit & Fresh Launches Healthy Eating SYSTEM of Products – New line of products allows consumers to prepare healthy meals –

PROVIDENCE, RI -- Fit & Fresh, the leading consumer brand of healthy living products, today announced the launch of The Fit and Fresh SYSTEM of products that makes it easier for consumers to eat healthier and fresher meals *on the go* and to save money. The new line features a range of innovative products that include the Smart Portion™ Prep Center and the distinct line of Smart Portion™ Chill Containers.

The SYSTEM includes eight new products that make it easier for health conscious consumers to PREP, STORE, and TRANSPORT their meals.

“We believe most people want to eat healthier, but it is difficult to find healthy food, in the right portions, when on the go. The Fit & Fresh SYSTEM was created to make every meal healthy by allowing consumers to make their meals ahead in a fast, portion controlled and healthy way. Ultimately, by preparing meals at home and taking them with you, the cost savings is estimated to be worth thousands of dollars every year,” said Larry Wesson, CEO of MEDport, LLC, the creators of the Fit & Fresh line of products that now includes more than 30 unique products.

Fit & Fresh is the anti-gimmick – the SYSTEM has been created to meet the demands of health conscious consumers. “We all know that eating healthy is more than a diet – it is eating the right foods every day and eating the right sized portions. It isn’t complex and the Fit & Fresh SYSTEM contains the tools that make it easier to prepare meals for you and your family to eat healthy both at, and away, from home,” said Wesson, “Today, obesity is a threat to American’s health and the Fit & Fresh SYSTEM gives them sustainable tools.”

The SYSTEM includes:

Smart Portion™ Prep Center – the prep center is a platform to chop, measure and weigh portions all at once. The Prep Center includes a food scale, non-skid cutting board, a built in 2-cup measuring section makes it easier to prepare recipes and to maintain proper food portions.

Smart Portion™ Prep & Pack Tray – this custom tray holds seven Smart Portion Containers, including 2-cup, 1-cup and half-cup sizes. Once the portions have been

measured they can be dated and easily organized and stored allowing consumers to prep a weeks worth of healthy meals and snacks.

Smart Portion™ Chill Containers – unique portion controlled containers include removable ice packs. The stackable containers have easy to read measures on each container. The Smart Portion Chill Containers are available in 1-Cup (four pack), 2-Cup (four pack), and 2-Cup (two pack) sizes.

On the Go Tote – constructed of durable, easy-to-clean microfiber, our lightweight tote easily holds any size Fit & Fresh product while inner and outer pockets organize the containers.

Deluxe Lunch Chiller – the newest lunch container features a large bottom compartment that is designed to hold a sandwich, salad or entrée. Removable one cup Smart Portion™ Chill Container is included to allow consumers to take a proper portion side dish.

- Top Storage Lid - Snaps in place to keep storage lid contents secure during transport.
- Top Storage Area - Ideal for utensils, napkins or another nutritious snack.
- Removable Ice Ring - Snaps into the underside of the lid to keep food fresh and chilled until ready to eat.
- Inner Lid - Separates food from the ice ring for complete freshness.
- Main Course Container - Includes measurement markings on the side. Holds up to 4-cups of food.
- Removable One Cup Smart Portion™ Chill Container - Pack your favorite side dish. This item can be used in other Fit & Fresh products such as the Smart Portion™ Prep Pack Tray, Lunch Chiller and Gourmet Cuisine Chiller.

Lunch Chiller – designed to take a sandwich, wrap or entrée for lunch and includes a removable one cup Smart Portion™ Chill Container to take a proper portion side dish.

- Top Lid - Snaps in place to ensure food stays fresh and cool.
- Removable Ice Ring - Snaps into the underside of the lid to keep food fresh and chilled until ready to eat.
- Inner Lid - Separates food from the ice ring for complete freshness.
- Main Course Container - Includes measurement markings on the side. Holds up to 3 ½ cups of food.
- Removable One Cup Smart Portion™ Chill Container - Pack your favorite side dish. This item can be used in other Fit & Fresh products such as the Smart Portion™ Prep & Pack Tray, Deluxe Lunch Chiller and Gourmet Cuisine Chiller.

Gourmet Cuisine Chiller – the Gourmet Cuisine Chiller is designed to take a salad, sandwich or entrée *on the go*. Removable one cup Smart Portion[™] Chill Container is included for a proper portion side dish.

- Top Lid - Snaps in place to ensure food stays fresh and cool.
- Removable Ice Ring - Snaps into the underside of the lid to keep food fresh and chilled until ready to eat.
- Inner Lid - Separates your food from the ice ring for complete freshness.
- Main Course Container - Includes measurement markings on the side. Holds up to 2 ½ cups of food.
- Removable One Cup Smart Portion[™] Chill Container - Pack your favorite side dish. This item can be used in other Fit & Fresh products including the Smart Portion[™] Prep & Pack Tray, Deluxe Lunch Chiller and Lunch Chiller.

All Fit & Fresh[™] products are easy to clean, freezer, microwave and top rack dishwasher safe (except for the ice packs, and the Tote). Ice packs are not to be microwaved. All Fit & Fresh products meet FDA regulations for food grade plastic.

The SYSTEM is available in January at Linens & Things, Amazon.com, Wegman's Markets, Supervalu, HSN, Drugstore.com, and some portions of the line at Target and K-Mart.

ABOUT MEDport and Fit & Fresh:

Fit & Fresh[™], the highly acclaimed line of cold food storage containers, gives consumers innovative products to make it simple for you to prepare, organize, transport and dine on the go. All of our products come with removable ice packs to keep your food fresh and cool.

MEDport, the parent company of Fit & Fresh, is a leading innovative health and medical design and manufacturing company. Headquartered in Providence, Rhode Island, MEDport focuses on creating solutions for consumers' healthcare challenges and generating unique products to enhance their lives.

The Company has developed a remarkable number of solution-based medical products and presently controls 73 US and international trademarks and patents.

From MEDport's design and innovation group, headquartered in the US, to their global manufacturing capabilities, the Company continues to define new categories of products ranging from healthy living to diabetes and pharmaceutical management to performance medical devices; all formulated to help make it easier for people to live a healthy life.