



PRESS RELEASE

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Lifetime Products Launches Local Awareness Campaign

CLEARFIELD, UTAH (July 14, 2010) — Local manufacturing company [Lifetime Products](#) has launched a regional [advertising and public relations campaign](#) showcasing actual employees and touting the company's products and inventions.

"This campaign is all about awareness and pride," said Lifetime Products Communications Manager Katie Salter. "We are proud of our company, our people, our products, and our community. And we want our community to be proud of us. But to do that, they need to know who we are. And who better to tell our story than the people who come to work here every day."

In a survey conducted in January 2010 by Western Wats and Lifetime Products, the majority of Wasatch Front respondents were not familiar with Lifetime, one of the largest employers in Davis County, when presented with the Lifetime name.

"It was interesting to find out that many local residents don't know that their own neighbors and friends make a lot of the products they use in their home every day," said Salter. "Nor do they know that the adjustable and portable basketball hoops that they see in stores and driveways were actually invented in Utah by Lifetime Products."

Salter also explained that this campaign, launched in the spring of 2010, is Lifetime's first-ever local awareness comprehensive campaign. Eleven out of 1,200 employees were selected to represent the company for this campaign. Six employees will be featured at Backyards Inc., the Official Outlet Store for Lifetime Products, and various places throughout the company. Another five employees are currently featured on Utah billboards, bus ads, and [commercials](#):

Ed VanNimwegen of North Ogden – Ed has been with Lifetime for 17 years and is currently the Sporting Goods Engineer.

Wes Guy of Hooper – Wes has worked with the Lifetime production dept. for 13 years and is currently the Production Support Manager.

Shanda Miller of Roy – Shanda works in the metals department as a metals supervisor and has been with Lifetime for 7 years.

Neil Watson of Layton – Neil has worked with Lifetime for 12 years, and is now the R&D Manager for the lawn and garden category.

Maly Phongsavath of Layton – Maly has been with Lifetime for 23 years and currently works in packaging.

[Commercials](#) will be aired on local television, in Megaplex theatres, and on Lifetime's website www.lifetime.com, where people can get an inside look and "find out how" Lifetime has invented and continues to make innovative products in Utah.

For more information about Lifetime Products, visit www.lifetime.com or contact PR/Communications Manager Katie Salter at (801) 728-1599 or via email at ksalter@lifetime.com.

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About Lifetime Products

Established in 1986, Lifetime Products, Inc. is a privately-held company headquartered in Clearfield, Utah. Lifetime is the world's largest manufacturer of blow-molded polyethylene folding tables, picnic tables and chairs, residential basketball hoops, and more. Manufacturing in Utah for over 24 years, Lifetime's products are sold across the USA and in 58 countries worldwide. Lifetime recently received a Utah Genius Award for its number of patents.