

FOR IMMEDIATE RELEASE

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Calico Brands, Inc. introduces the new Scripto® EZ-Squeeze® Flex Lighter

ONTARIO, California - As the leader and innovator in the multi-purpose lighter category, Calico Brands, Inc. is proud to announce the addition of the new Scripto® EZ-Squeeze® Flex lighter to the EZ-Squeeze® product line. The Scripto® EZ-Squeeze® Flex features revolutionary new squeeze technology with a squeeze grip ignition for easy lighting, flexible nozzle for lighting hard to reach places ergonomic design, visible fuel supply, refillable tank, and built-in hook for storage. The ultra-flexible nozzle allows for easier access to light barbecue grills, pilot lights, candles, fireplaces, and more.



Calico Brands, Inc. brings innovation to the multi-purpose lighter category through new products like the Scripto® EZ-Squeeze® Flex lighter. Bringing innovation and new products to market is what Calico Brands, Inc. is all about. Innovation allows us to differentiate ourselves while also showing adaptability to keep up with current trends. Our lighters are of the highest quality and provide features and benefits that the consumer is looking for.

The Scripto® EZ-Squeeze® Flex lighter is available in a single pack with a manufacturers' suggested retail price of \$8.59. This lighter is also available in a variety of display vehicles such as a floor display, clip strip, counter display and open stock.

About Calico Brands, Inc.

Calico Brands, Inc. is one of the leading suppliers of multi-purpose and pocket lighters in the U.S., selling under the Scripto® and Calico® brand names. It is also the #1 supplier of private label programs in the U.S. Scripto® is one of the most trusted and popular brands of lighters and has been a household name for over 90 years. Our product innovations continue to set

new category standards of excellence. Lighters can be found in food, drug, mass merchandise, hardware and convenience stores throughout the U.S.

For more information, contact Customer Service at (800) 544-4837, email us at marketing@calicobrands.com, visit our website at www.calicobrands.com and like us on Facebook at www.facebook.com/calicobrandslighters.