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For Immediate Release

## Mug Hug™, a Flexible Silicone Lid for Your Ceramic Mugs: Green and Convenient

March 18<sup>th</sup>, 2010 - Vizun, a sprouting innovation company based in Toronto, Canada has launched Mug Hug™ to cafés, eco, gift, and retail shops nationwide. Mug Hug™ is a reusable, flexible lid for coffee mugs that easily presses on for a seal. It's the first of its kind, and has international patents pending. Mug Hug™ especially attracts those who prefer their home or office brew and personal mug. They can now be mobile with Mug Hug™ without spilling.

Also, environmentally conscience consumers who prefer to reuse their mug at their local café without wasting paper cups and lids prefer to use Mug Hug™. In 2006, Starbucks® reported that 2.3 billion cups were sold in their stores\*. It is clear from our streets, lakes, and parks that paper cups and plastic lids are polluting our environment for the benefit of only one use. By reusing our mugs as much as possible we can all reduce that waste. With Mug Hug™ we can avoid spilling!

Mug Hug™ is ideal for the office, commute, and for home and it keeps your coffee warmer too! It's simply convenient. Further details are available at [www.mug-hug.com](http://www.mug-hug.com).

### Feature List:

- Lid is simply pressed onto the top of your mug or cup
- Fits medium ceramic mugs and paper cups available from major retailers & gift shops
- Also fits paper cups from franchises like Starbucks® (complete list @ [www.mug-hug.com](http://www.mug-hug.com))
- Flexible, resilient silicone rubber
- Familiar drinking interface & pool feature
- International patents pending
- 100% recycled paper product packaging
- Can also serve as a fashionable replacement lid for "I'm not a Paper Cup" mugs



A media kit including text and images is available at [www.mug-hug.com/media.html](http://www.mug-hug.com/media.html). Mug Hug™ is solely designed and distributed by Vizun™, An Innovation Company™.

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