



**FOR IMMEDIATE RELEASE**

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**Custom Print and Brand from Top to Bottom  
with the New Trophy® Go Cup® from Solo**

HIGHLAND PARK, IL (June 20, 2007) – With a printing area that starts under the rolled rim and goes all the way to the bottom, Solo's new Trophy® Go Cup® is like a walking billboard. Superior graphic capabilities give operators the ability to maximize their advertising dollars by using a cup that can deliver an attractive brand or promotional message.

Now available in a large, 44 oz. cup size, Trophy Go Cups are the perfect solution for operators who want to encourage upsizing on-the-go cold beverages, while providing the benefits proven by Trophy Go Cups. The comfortable handhold and cube efficiency of thin-wall foam provides excellent insulation that keeps cold drinks cold. And a rolled rim ensures a tight lid fit operators expect from Solo.

Trophy Go Cups are also available in the 32 oz. size in the recognizable Jazz® stock design. The full line of Trophy products for cold beverages includes standard sizes, 6 – 33 oz., and Trophy Go Cup sizes, 32 and 44 oz. For special print information and minimums, please contact your Solo sales representative or call 1-888-488-7539.