



NEWS RELEASE

1234 Creative Idea Lane ▲ Atlanta, Georgia 30144
(770) 656-2323 ▲ (770) 656-2324 Fax ▲ www.eureka!.com

Contact: Zoe Lumpkin
Phone: (678) 435-2577
E-mail: zlumpki1@students.kennesaw.edu

FOR IMMEDIATE RELEASE

Eureka Inc. Releases New Banana Preservation Product

ATLANTA - Eureka Inc. will introduce its dazzling new product Banana Ripe for sale in the U.S. on Thursday which will enable purchasers to the best banana experience possible by maintaining ripeness for six weeks.

Eureka Inc. developed Banana Ripe, an all-natural liquid spray, to work with the natural chemicals in the banana peel to control when the fruit ripens. The new product will allow bananas to ripen one at a time minimizing food waste and allowing purchasers to enjoy fruit on their own time.

“This is a revolutionary idea that will change the way people think about fruit,” Eureka Inc. President and CEO Pete Latino said. “Now people can eat bananas when they want to, not just to keep them from going to waste.”

Banana Ripe will come in a 3-ounce bottle retailing for \$2.99 and will be available next week in the fruit section of local grocery stores. Eureka Inc. is currently in the works to prepare Banana Ripe for distributions in European markets as well, according to President and CEO Latino.

Banana Ripe has been safety tested for two years and was approved in August by

-more-

Eureka Inc.
Add 1

the U.S. Food and Drug Administration to have no known harmful side effects. Eureka Inc. is also working on developing a similar product to preserve tomatoes and apples.

Eureka Inc. was founded in 1992 by Pete Latino with a mission to provide extraordinarily unusual gifts and gadgets to discriminating customers. Eureka Inc. is a publicly traded corporation with annual revenues exceeding \$35 million and holds more patents than any other public company in the world. The company manufactures 54 different products including Banana Ripe, The Lemon Wedge Squeezer, Seed Out, The Tomato Huller, and the Melon Grid.

###