



For immediate release:

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FREEHEART™ INTRODUCES MILITARY DRINKWARE COLLECTION WITH EAGLE EMBLEMS, Inc.

Dallas, Texas -- (June 20, 2018) -- Freeheart™ (formerly known as Covo Drinkware), Made in the USA thermal insulated drinkware, and Eagle Emblems, Inc worldwide supplier of military pride products announce a joint product development and marketing agreement to introduce a complete line of authorized licensed military branded cups representing all of the service branches of the United States military including Army, Marines, Navy, Air Force and Coast Guard. In addition to these designs, the collection will also include select designs recognizing Women in the Military, KIA fallen soldier memorials, Vietnam Veteran POWs, Wounded Warrior, and also Police/Fire/EMT homeland heroes. The initial collection will comprise more than 30 designs and all designs are available to all retail channels.

“Honoring America’s servicemen and women through this collection brings us immense pride, and we are especially honored to be one of the first to bring a line of designs commemorating Women Veterans in the Army, Marines, Navy, Air Force and Coast Guard” said Rainer Kuhn, President of Freeheart. “This would not have been possible without the partnership approach with Eagle Emblems, the preeminent product supplier for retailers carrying U.S. military memorabilia and gifts.

“We didn’t want to enter the drinkware market and put our proud military insignia on our Red, White and Blue in second rate imported products”, said Jim Gilbertson, CEO Eagle Emblems, Inc. “So we selected Freeheart to be our partner in this venture due to their exceptional Made in the USA quality and integrity and ensuring that our valuable insignias are treated with exceptional care.”

The Licensed military designs will make their debut during the following summer shows:

- Freeheart - McManemin Showroom at the Dallas Market Center, June 20-26, WTC Showroom 478
- Freeheart booths at The Atlanta International Gift & Home Furnishings Market, July 11-15, Building 2, Temps Housewares Floor #2, Booth 428 & Enchanted Moments Booth – 14th Floor of Bldg 2- Suite 1405
- Eagle Emblems - ANM Expo, Las Vegas, Jul 15-17; booth 313
- Freeheart - Best of Show Showroom at the Las Vegas Market, July 29-Aug 2, C804
- Eagle Emblems - ASD Market Week, Las Vegas, July 29-Aug 1; booth SL4307
- Freeheart - Las Vegas Souvenir Show at the Las Vegas Convention Center, September 25-28, 2018 – Booth 2034
- Freeheart - Gatlinburg Souvenir Show, Gatlinburg, TN – November 4-7, 2018 – Booth 708.
- Eagle Emblems - Smoky Mountain Gift Show, Gatlinburg TN, Nov 4-7; booth MF1017

Suggested retail pricing for the line will start at \$15.99.

Interested retailers can contact Eagle Emblems, Inc at 800-366-7467 or info@EEIncUSA.com or Freeheart by email at sales@gofreeheart.com or via toll-free line at 855-204-5106. They may also apply via the Freeheart Wholesale e-commerce site at www.gofreeheart.com.

About Eagle Emblem

Eagle Emblems rich family history begins with Louis Xavier Gilbertson, a WWI Veteran of the U.S. Army. Devotion to family tradition and inspired by military history our livelihood is all things patriotic.

Rooted in military, surplus and sutler wares since the Great War it's no wonder that Eagle Emblems, Inc has become a top design manufacturer of patriotic and military products for all 5 branches of the United States Military. It is our goal to design and manufacture merchandise that America can be proud of. To that end we craft 1,000's of quality products creating a one-stop-shop for emblematic merchandise.

It is important to note that our mission includes Honoring & Remembering American War Heroes that sacrificed their lives for our country. We do this by sponsoring the KIA Honor Flag Organization that supports the families and children left behind. A generous portion of our proceeds fund this program; www.KIAHonorFlag.org

www.EagleEmblemsInc.com is proud to be your supply chain for patriotic products. We appreciate your patronage and Thank You for your service and support!

About Freeheart

Founded in 2011, Freeheart is a manufacturer of thermal insulated drinkware and is headquartered in Sarasota, Florida. Core tenants of the Freeheart brand are to bring passion, adventure and quality to everything we do. Freeheart thermal insulated drinkware is Made in the USA and keeps drinks cold & hot, has reduced sweating, and is dishwasher safe (top rack). Freeheart specializes in catering to specialty gift shops, outdoor market retailers, sports & memorabilia stores, buying groups, regional retailers, advertising specialty resellers, and contract manufacturing for OEMs. For information, please call 855-204-5106 or email sales@gofreeheart.com / sales@covodrinkware.com.

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