



For immediate release:

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FREEHEART™ LAUNCHES MUDDY GIRL® COLLECTION

Dallas, Texas -- (June 20, 2018) -- Precision Products' brand Freeheart™ (formerly known as Covo Drinkware, thermally insulated drinkware proudly made in the USA, will launch the Muddy Girl Collection from Moonshine Camo during the Dallas Gift Market and other shows during the summer gift show season.

The new licensed product lines initially includes two product lines:

- **Muddy Girl®** - This collection includes an assortment of bright and trendy camo patterns featuring the Muddy Girl logo designed to appeal to women who have a passion for fun, adventure, and the outdoor lifestyle. The collection includes two colorways to start with expansion slated for the second half of 2018.
- **Lifestyle Camo®** – Distinct from the Muddy Girl brand this collection features five creative colorways that will be targeted for drinkware sales during the 2018 holiday season.

“The Muddy Girl brand aligns with the core attributes of Freeheart and its consumers – she is passionate, adventurous, and fun, and she’s not afraid of getting a little dirty,” said Rainer Kuhn, President of Freeheart. “Our goal is to offer our retail partners a line that is distinctive and will remain in demand the entire year.”

“We like the fun, edgy ,and nimble approach that Freeheart has taken to bring Muddy Girl products to market,” said Brett Erb, Director of Business Development and Licensing, at Moonshine Camo. “We believe many of our 1,000+ retailers that currently resell Muddy Girl products will find this drinkware line a great addition to round out their assortment.”

The Muddy Girl designs will make their debut during the following summer shows:

- 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 Building 2- Suite 1405
- Best of Show Showroom at the Las Vegas Market, July 29 through August 2, Booth C804
- Las Vegas Souvenir Show at the Las Vegas Convention Center, September 25-28, 2018 – Booth 2034
- Gatlinburg (TN) Souvenir Show November 4-7 – Booth 708.

Interested retailers can contact 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 <https://freeheart.cameoez.com/Scripts/PublicSite/?template=Login>.

About Freeheart

Founded in 2011 in Sarasota, Florida - Freeheart is committed to delivering the absolute best quality and innovation on the market. Freeheart thermally insulated drinkware is proudly made in the USA to keep drinks cold or hot, while reducing sweating, and each piece is top rack dishwasher safe. 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 more information, please call 855-204-5106 or email sales@gofreeheart.com or sales@covodrinkware.com.

About Moonshine Camo

Moon Shine, LP is a cutting edge designer of quality brand name apparel and original Lifestyle Camo® that conveys the attitude and traditional values of every generation. From the hunters and farmers who live off our lands to the soldiers and patriots who protect it, join them in honoring the essence of the American Legacy. For more information, visit www.moonshinecamo.com or call 1.800.4.MOON.SHINE (800-466-6674).

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