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**Igloo® Modernizes a Timeless Design with the  
New 2.5-Gallon Legacy™ Stainless Steel Beverage Cooler**

**KATY, Texas – February 29, 2016** - Igloo Products Corp. ("Igloo"), the industry leader in cooler manufacturing, launched the cooler industry with a galvanized beverage cooler almost seventy years ago. For Spring 2017, Igloo continues to innovate with the introduction of the new 2.5-Gallon Legacy stainless steel beverage cooler, offering a modern update to a timeless design with great nostalgic appeal.

"As Igloo approaches its 70<sup>th</sup> anniversary in 2017, we have looked back throughout our brand's history to our most iconic products as a source of design inspiration for new, updated product lines with timeless appeal," said Lisa Silva, Igloo product manager. "We are thrilled to launch the Legacy in 2017, as part of the 70<sup>th</sup> anniversary celebrations, because it is essentially a modern twist on the cooler that started it all."

With the 2.5-Gallon Legacy stainless steel beverage cooler, Igloo's hydration heritage is combined with fresh materials such as a brushed, corrosion-resistant stainless steel exterior and a leak-resistant stainless steel spigot. A foam-insulated body ensures extended cold retention of beverages. Innovative features like under the lid flavor infuser and a Cool Riser Technology elevated pedestal for easy access to the spigot make this cooler ideal for home and backyard entertaining. Additional thoughtful features include: a spill-resistant, pressure-fit stainless steel lid, swing-up bail handle with comfortable grip for easy carrying, and tethered lid attachment.



Igloo Products Corp. is debuting the new 2.5-Gallon Legacy stainless steel beverage cooler at the 2016 International Home & Housewares Show, March 5 to 8 in Chicago, IL. The cooler will be available to consumers in Spring 2017 for \$199.99.

## **About Igloo Products Corp.**

Texas-based Igloo Products Corp. is an international designer, manufacturer and marketer of coolers, drink containers and supporting accessories. For 69 years, the Igloo brand has been synonymous with quality, durability and innovation since originating the cooler category in 1947 and remains the number one cooler brand worldwide today. Offering more than 500 different products, Igloo products are sold by more than 110 thousand retail storefronts around the world. For more information, visit [www.igloocoolers.com](http://www.igloocoolers.com).