



## LAVA LITE LLC®. CHANGES NAME TO LIFESPAN BRANDS™, REFLECTING NEW HOUSE OF BRANDS STRATEGY

(ELK GROVE VILLAGE, IL.) – Lava Lite LLC. announced today that it is changing its corporate name to **lifespan brands™ LLC.** to reflect its new house of brands strategy.

“The new name **lifespan brands** will allow us to grow and develop new products and enter new categories that we do not currently serve” said Clay Farnsworth, President and CEO of lifespan brands. “**lifespan brands** current products include novelty lighting, party products and bathroom scales. This allows us to expand into other exciting segments that we currently do not exist in.”

The transition will not impact end consumers, **lifespan brands** will continue to offer iconic products that we have produced for over 50 years under the following brands: Lava® Lamp, Lava® Party, Detecto™, Precision One™ and Weigh Rite™, while adding more great brands and products in the future.



“These are exciting times here at **lifespan brands**! We look forward to continued innovation and creativity and revolutionizing new product categories in the near future,” said Farnsworth.

### ABOUT LIFESPAN BRANDS

**lifespan brands** is the international manufacturing company that offers a wide range of products including: Lava Lamps, party products, novelty lighting and bathroom scales. At 50 years old and based out of Elk Grove Village, IL, **lifespan brands** holds the US trademark rights to the shape and name **Lava® Lamp** and their products are sold across various distribution channels in US, Canadian, and European retailers.

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