



FOR IMMEDIATE RELEASE

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PUBLICIS CONSULTANTS | PR SELECTED AS MUNCHBYN™ AOR

SEATTLE, January 15, 2009 – Publicis Consultants | PR has been selected to provide product launch support for MUNCHBYN™, a one-of-a-kind sustainable lunchbox. Emerging from a competitive review, Publicis Consultants | PR will spearhead media outreach and promotions for the Munchbyn lunchbox out of its Seattle office.

The Munchbyn lunchbox is a “great fit for our expertise in helping Living Brands successfully engage consumers,” said Hannah Coan, Managing Director of Publicis Consultants | PR Seattle.

Slated to launch in 2009, the Munchbyn lunchbox was guided by three principles: “think like a kid, provide like a parent, and behave like the planet.” Constructed from earth-friendly materials, the lunchbox has individually sealing compartments, is personalizable, easy-to-use, and features a “treasure” compartment for extra-special notes and goodies from mom or dad.

“Publicis was the only firm that we felt right with -- they understood our product line instantly and were off and running with great ideas before we even signed them,” said Erin Franczyk, partner at Byndoo. “It’s always refreshing to meet a group of people who clearly ‘get it,’ are studious in their efforts, are genuinely concerned and dedicated to their clients’ successes.”

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The Munchbyn lunchbox is a product of Byndoo, a Seattle-based research and design firm specializing in creative and environmentally-friendly products for kids.

About Byndoo

Founded in 2007, Byndoo is an eco-conscious product development company turning old ideas into new and innovative consumer solutions. We strive to redefine product categories through smart design, exemplary production practices and deep consideration of the end user and the planet we all share.

Our products offer high-style form and kid-friendly function and rely on our three guiding principles – think like a kid; provide like a parent; behave like the earth.

About Publicis Consultants | PR

Publicis Consultants | PR helps Living Brands in health, food, nutrition and home industries engage consumers and professionals through influencers, education, and lifestyle marketing. Publicis Consultants | PR represents clients, such as Nestlé and sanofi-aventis, with operations concentrated in New York and Seattle offices. It is part of Publicis Consultants | Worldwide, which ranks 12th among PR firms globally.

Publicis Consultants | PR is a member of the Publicis Groupe (Euronext Paris: FR0000130577), the world's fourth largest communications group, and a global leader in digital and online advertising, media consulting, and healthcare communications.

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