

ANDERSON COOPER 360°

“On The Rise: Interview With Kristi, Madison and Chris Thomas: Founders of LuNcHoLOgy® Lunch Bags”

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(COMMERCIAL BREAK)

(BEGIN VIDEOTAPE)

UNIDENTIFIED FEMALE (voice-over): It all started with a homesick kindergartner. Four years ago Kristi Thomas doodled and scribbled inspirational messages on her daughter's lunch back to get her through the school day.

MADISON THOMAS, STUDENT: It was like she was there, because it sometimes says, "I'll see you at 3. Make it a great day."

UNIDENTIFIED FEMALE: When Madison's classmates started digging the home decorated bags out of the trash, Thomas realized she might be on to something. Today, the former child psychologist's creations are sold online and at more than 250 stores nationwide.

KRISTI THOMAS, FOUNDER & PRESIDENT: Lunchology manufactures educational, entertaining and inspirational lunch bags. We have 1,000 theme sets, from foreign languages to every kind of sport genre imaginable.

UNIDENTIFIED MALE, CHILD: I want this one.

KRISTI THOMAS: Lunchology lunch bags are for children and for adults. Adults, they're buying themes such as TV trivia, blast from the past, which they love, because it connects them to their childhood.

UNIDENTIFIED FEMALE: Lunchology sales are expected to reach \$150,000 this year. But the icing on the cake is the support Thomas gets from her family.

MADISON THOMAS: Some people thought this company's going to go nowhere, but me and my dad believed in her, and this company has just taken off in stores.

(END VIDEOTAPE)

(COMMERCIAL BREAK)