

***FOR IMMEDIATE RELEASE***

**CHEF'S PLANET ROLLS BACK PRICING  
FOR ENTIRE KITCHENWARE PRODUCT LINE**

*New Manufacturing and Packaging Efficiencies Enable  
Chef's Planet to Lower Prices*

**Phoenix, Ariz. (January 11, 2005)** – Chef's Planet, a kitchenware company founded to create innovative culinary tools that make cooking enjoyable and simple, today announced new pricing and packaging for its entire line of kitchenware products, including its highly successful nonstick Bakeware liners and Ovenliners. Pricing has been reduced up to 30% across the product line.

"With the rapid growth Chef's Planet achieved in 2004, we have been able to realize efficiencies in the manufacturing and packaging of our products," said Dave Roberts, co-founder and president of Chef's Planet. "We are pleased to pass these savings on to our wholesale customers and ultimately to the consumer."

One of Chef's Planet most successful product lines is its nonstick Bakeware liners and Ovenliners. The introduction of the new pricing enables Chef's Planet nonstick Bakeware liners to sell at 50% less than other products, including leading silicone Bakeware liners. The advantages of Chef's Planet nonstick liners over other competing products are:

- Each liner has a 10ml thickness for ultimate durability and quality
- Unique charcoal grey color blends with pans and cookie sheets, and doesn't discolor after use
- Easy to clean in the dishwasher

Examples of newly reduced retail pricing include the following:

- 30" Ovenliners reduced from \$24.95 to \$19.95
- Stainless Steel PrepTaxi Food Scoop from \$11.95 to \$9.95
- Half size sheet pan Bakeware liner from \$14.95 to \$9.95
- 100% All-natural Foaming Hand Soaps from \$11.95 to \$9.95

**Manufacturing and Marketing**

Chef's Planet has a complete line of innovative kitchenware products, being actively sold through manufacturer's representatives located throughout the United States, Canada and Australia. To find out about the retail outlets carrying Chef's Planet products email [info@chefsplanet.com](mailto:info@chefsplanet.com) or call (602) 906-3600.

**About Chef's Planet**

Founded in 2002, Chef's Planet designs, manufactures and distributes inspired kitchenware products that make cooking simple and enjoyable. With original and fresh ideas the company addresses problems cooks face every day in the kitchen. Over 2,000 gourmet stores, catalogs and national retailers have selected Chef's Planet products. For more information about the company and its products visit [www.chefsplanet.com](http://www.chefsplanet.com).

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