



2120 E. Rose Garden, Suite E1
Phoenix, AZ 85024

tel 602 906 3600
fax 602 906 3603

FOR IMMEDIATE RELEASE

CHEF'S PLANET ACQUIRES PIZZAWARE®

Unique Pizza Preparation and Baking System Poised for Broad Launch to both Retail Housewares and Commercial Foodservice Markets

Phoenix, Ariz. (February 1, 2006) – Chef's Planet, a kitchenware company founded to create innovative culinary tools that make cooking simpler and more enjoyable, announced today that they have finalized the acquisition of Pizzaware®, Inc. Robert Kimple, founder and President of Pizzaware, Inc. created the patented Pizzaware Bakeware System and associated Pizzaware Pizza Dough Forming Method. The system includes a complete set of Bakeware designed to simplify the preparation and baking of perfect pizzas and other specialty baked-goods. Additional details and terms of the acquisition were not disclosed.

Chef's Planet has assumed manufacturing and marketing responsibilities, as well as domestic and international distribution of the Pizzaware Bakeware System. New product launch plans include the introduction of the product line to Chef's Planet's established distribution channel of retail, catalog and e-commerce outlets. The second phase of distribution will be to the commercial foodservice industry which includes the restaurant and hospitality products/services segment, a \$313 Billion market annually, and the commercial pizza segment, a \$32 Billion market annually. Chef's Planet will begin shipping the Pizzaware product line in May 2006.

"Our acquisition of Pizzaware joins an original and useful product line with Chef's Planet's established marketing and distribution capabilities," said Michael Romley, Executive Vice President of Chef's Planet. "Much time and care has been taken to thoroughly research, develop and position Pizzaware and we look forward to aggressively marketing this line of unique pizza products and accessories to our customers."

Inclusive of the acquisition is the Pizzaware registered trademark and the highly-popular www.pizzaware.com website. This internet domain receives over 1.5 Million visitors annually and is a worldwide web destination for pizza aficionados who are searching for pizza making tips, techniques and inspiration, pizza making instructions and kitchen-tested pizza, dough and sauce recipes. Chef's Planet plans to actively market and sell Pizzaware through this established domain while simultaneously building brand line extensions to the existing Pizzaware product line such as hard copy and video cookbooks, home pizza making gift sets, pizza kitchen accessories and supplies and associated premiums.

The 5-SKU Pizzaware Deluxe Set provides a versatile and predictable baking pan system and dough preparation method for quickly producing eye-appealing and evenly-baked pizzas. The Pizzaware system is ideal for efficiently creating popular pizza styles including thin-crust, classic, rustica and deep-dish pizzas. Four additional Pizzaware Combo Sets are also planned for release.

- more -



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Other key features of the Pizzaware System include:

- Functionality simplifies the forming, sizing and trimming of pizza dough shells
- Design measurably accelerates pizza preparation and baking time
- Durability enables use in gas, convection, conveyor and brick ovens and barbeque grills
- Nesting/stacking feature saves valuable work top, refrigerator and storage space
- Trimming lid prevents dough from drying and crusting prior to baking
- Anodized finish eases cleaning and care, and is dishwasher safe

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, Australia, New Zealand and Pacific Rim Countries. To find out about the retail outlets carrying Chef's Planet products e-mail 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 simpler and more enjoyable. With original and fresh ideas the company addresses problems cooks face every day in the kitchen. Over 2,500 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.

For More Information Contact:

Michael Romley
Executive Vice President
Chef's Planet, LLC
(602) 906-3600 tel
(602) 906-3603 fax
mromley@chefsplanet.com

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Pizzaware® is a registered trademark of Chef's Planet.
Pizzaware® products are patent protected.

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