

FOR IMMEDIATE RELEASE

CHEF'S PLANET UNVEILS NEW MULTIPURPOSE PREP TOOL FOR THE KITCHEN

New Addition to the PrepTaxi Line Measures and Scoops Prepped Foods, Bringing Multiple Functions in One Easy to Use Gadget

Phoenix, Ariz. (March 3, 2008) – Chef's Planet®, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today announced that it has introduced the PrepTaxi® Measuring Scoop to bring more usefulness to the kitchen. The PrepTaxi Measuring Scoop measures the food in addition to being a valuable tool to scoop and transfer prepped foods.

“We continue to think of new ways to give our customers useful benefits from our products. The PrepTaxi Measuring Scoop is a big time saver and a pleasure to use as well,” said David Roberts, CEO at Chef's Planet. “Our new design will enable cooks to prep their food, measure and transfer the food all with one tool.”

The PrepTaxi Measuring Scoop

Previously, the patented PrepTaxi was only made in only a scoop function, filling an important role in food preparation—getting your diced meats, chopped veggies and grated cheese from the chopping block to a pan or bowl. The patent pending PrepTaxi Measuring Scoop not only scoops foods but now measures the food using the same tool. The PrepTaxi Measuring Scoop has removable measuring panels for even more convenience when measuring foods. It holds up to 2 cups of prepped foods and is dishwasher safe. The PrepTaxi Measuring Scoop will be available in black and red colors, and will begin shipping in early April 2008.

To see these new products as well as a full line of creative and inspired kitchenware tools by Chef's Planet visit Booth #S4023 at The International Home and Housewares Show in Chicago, March 16-18, 2008.

About Chef's Planet

Founded in 2002, Chef's Planet designs, manufactures and distributes clever kitchenware products, and sells to over 3,000 retail outlets. Our fresh ideas address every day problems in the kitchen so cooks can save time and enjoy the experience of cooking. We believe life should be about great food, family, fun and precious moments. We call it 'Zest for life™'. Our products are distributed internationally and include a full line-up of kitchen tools, nonstick liners for baking and grilling as well as other clever items for kitchens and homes. For more information about the company and its products visit www.chefsplanet.com.

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