

FOR IMMEDIATE RELEASE

CHEF'S PLANET ADDS FOUR NEW KITCHENWARE PRODUCTS TO ITS CREATIVE AND FUN LINE OF COOKING TOOLS

From Pouring Gourmet Oils and Crushing Fine Herbs to Richly Scented All Natural Foaming Hand Soaps, Chef's Planet has New Products that Promise to Delight Cooks Everywhere

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 four new products to its lineup; including an Oil Pourer, Dish Soap Cruet, new packaging and three new fragrances for its All Natural Hand Soap line and a Mortar & Pestle set.

“We develop and design products based on our ‘zest for life’ philosophy, which means we want to bring fun, enjoyment and lasting memories to the kitchen,” said David Roberts, CEO at Chef's Planet. “When we go to the drawing board we look at ways we can make things easier, more enjoyable or simply a high quality experience for everyone from everyday cooks to professional chefs. Our new additions for Spring 2008 certainly deliver on that promise.”

Oil Pourer

The Chef's Planet Oil Pourer enables cooks to get the perfect stream of oil into their sauté pans, without any spills or drips. Made to sit on the counter, this handsome Oil Pourer looks great sitting on the stovetop counter and is always within reach when oil is needed for cooking. It is made of break resistant Borosilicate glass for durability, it holds 30 ounces and is dishwasher safe for easy clean up.

Dish Soap Cruet

The Chef's Planet Dish Soap Cruet eliminates the ugly and messy dish soap dispensers and bottles that take away from the aesthetics of a kitchen. The stylish and simple design will compliment any kitchen and makes getting the right amount of dish soap a pleasure. The dripless spout catches any leftover soap so it doesn't make a mess on kitchen sinks and counters. It is made of break resistant Borosilicate glass for durability, it holds 12 ounces of liquid soap and is dishwasher safe for easy clean up.

All Natural Hand Soaps

Chef's Planet is introducing three new fragrances for its 100% All Natural Hand Soap line, including; Rosemary & Sage, Clover and Pear. The Hand Soaps have also been repackaged into a more counter friendly 8.5 ounce bottle and each fragrance is complimented with a 16.9 ounce refill bottle too. The Chef's Planet Hand Soaps are 100% all natural and contain no preservatives or chemicals, they are naturally moisturizing and the fragrances are light, perfect and are also 100% all natural.

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Mortar & Pestle

Chef's Planet took a fresh look at this classic kitchen tool and realized it could maximize its efficiency by redesigning how the mortar and pestle come together. The pestle covers more area than traditional designs making the process of crushing herbs simple and easy. With a smaller design that can be held in one hand, an ergonomically designed pestle and a pour spout, the Chef's Planet Mortar & Pestle will make a breeze of crushing spices and herbs and is also great for crushing pills and vitamins too. The mortar & pestle is made of porcelain and is dishwasher safe for easy clean up.

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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