



CHEF'S PLANET SIGNS EXCLUSIVE U.S. DISTRIBUTION AGREEMENT WITH GEFU KÜCHENBOSS

Agreement brings German Engineered Precision and Quality to U.S. Kitchenware Market

Phoenix, Ariz. (March 9, 2007) – Chef's Planet, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today announced that it has become the exclusive United States distributor for GEFU Küchenboss, a German-based kitchenware manufacturer.

GEFU's comprehensive line of kitchenware tools are German designed and engineered to bring impeccable quality and precision to gourmet cooking and baking. The partnership will enable consumers to purchase GEFU products in the U.S. through Chef's Planet's established distribution channels, including gourmet retailers, department stores, catalogs and online retailers.

GEFU has been a household name in Europe for over 60 years. Best known for German engineering and timeless design, GEFU's ingenious products and unique features make everyday cooking more efficient. Their line of professional cooking and baking tools combine form and function with high quality craftsmanship. It is this combination that sets GEFU products apart from other kitchen tools available in the U.S. market.

"Our customers want the tools professionals use in the kitchen and GEFU delivers on professional grade quality, performance and design," said Michael Romley, President of Chef's Planet. "GEFU's products are uncompromised, authentic and a pleasure to use. Avid cooks will enjoy these tools from the moment they pick them up."

GEFU products are German-engineered and solidly constructed of high quality 18/10 grade stainless steel. Products with cutting blades are made in Solingen, Germany, renowned for the manufacturing of fine knives, scissors and other cutlery made by famous firms such as Wusthof and Zwilling (J.A. Henckels). Solingen steel blades are known for their enduring quality outlasting and outperforming other blades on the market.

GEFU products offered by Chef's Planet are priced between \$10 to over \$100 and are targeted at retailers of all sizes. The product line will consist of mandolines, food mills, graters, and slicers as well as unique items such as a french fry cutter and an adjustable rolling pin where thickness of dough can be dialed on the rolling pin. These products will be available exclusively from Chef's Planet, in March of 2007.

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Manufacturing and Marketing

Chef's Planet's products are sold through manufacturer's representatives located throughout the United States, Canada, Australia and New Zealand. To find out about the retail outlets carrying Chef's Planet products email info@chefsplanet.com or call (602) 906-3600.

About Chef's Planet

Founded in 2002, Chef's Planet designs, manufactures and distributes clever kitchenware products. Our fresh ideas address problems cooks face every day in the kitchen so cooks can save time and have more fun. 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.

About GEFU

Founded in 1943, **GE**rüder **FU**nke was started by brothers Franz and Willie Funke to be problem solvers in the home and kitchen. Their philosophy was to combine functionality with impeccable design and manufacture these products with high quality materials. GEFU products have been recognized by international awards such as 'red dot' and DesignPlus. The company's tradition of ingenious product development and high quality manufacturing has been in practice for over 60 years. GEFU products can be found in markets all over Europe and Asia.

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