



CHEF'S PLANET APPOINTS NEW VICE PRESIDENT OF SALES

*New Sales Executive Brings Over 24 Years of Experience to
Chef's Planet's management team*

Phoenix, Ariz. (March 9, 2007) – Chef's Planet, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today announced the appointment of Ed Donohue as vice president of sales. Ed will spearhead Chef's Planet's international sales strategy, customer acquisition and channel management of the company's clever line of kitchenware products.

"We have spent the last four years establishing Chef's Planet as a new force in kitchenware," said Michael Romley president of Chef's Planet. "It is now time for us to take the next step in our company evolution. Ed brings the experience, integrity and skill set to our management team to help us realize our goals."

Prior to joining Chef's Planet, Ed was division manager and held various other sales positions for ANSA North America, one of the world's top 3 global packaging companies, where he successfully opened and managed a new division and grew profitability in key product lines by over 30%. His extensive experience also includes working in various sales positions for large companies like Hathaway and 3M, with responsibility for millions of dollars in existing and new revenue.

"I have been consistently impressed with Chef's Planet and its ability to drive revenue while working with the highest levels of integrity," said Ed Donohue. "I am proud to join such a high-caliber team of professionals."

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.

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