

FOR IMMEDIATE RELEASE

CHEF'S PLANET LAUNCHES INTO MASS MERCHANT, DRUG AND GROCERY STORE CHANNELS WITH VALUE-ORIENTED BAKEWARE LINERS AND OVENLINERS

New Thinner 3ml Nonstick Liners Enable Chef's Planet to Secure Customers in National Mass Merchant Retail Outlets

Scottsdale, Ariz. (March 15, 2005) – Chef's Planet, a kitchenware company founded to create innovative culinary tools that make cooking enjoyable and simple, today announced a new value-oriented line of its highly successful nonstick Bakeware liners and Ovenliners targeted at mass retail outlets. The new product line is thinner, 3ml in thickness, versus 10ml of its professional series which is targeted at the specialty gourmet and other high-end retail outlets. The new product line also comes in distinctly different packaging specifically designed to appeal to consumers in mass retail outlets.

"We have seen a booming demand for Chef's Planet nonstick Ovenliners and Bakeware liners beyond the gourmet retail segment, and internationally as well. There are several million consumers who may perhaps be aware of the Chef's Planet brand but may not be able to afford the luxury of our products," said Dave Roberts, co-founder and president of Chef's Planet. "In order to service this new demand, we created lower cost nonstick Bakeware liners and Ovenliners to service these new market segments."

Chef's Planet's most successful product lines are its nonstick Bakeware liners and Ovenliners. The introduction of this new line enables Chef's Planet nonstick Bakeware liners to be successful in retail outlets that desire a lower-end version of the professional series. The key advantages of Chef's Planet liners over other liners are:

- Reusable thousands of times, on either side
- Does not hold odors after use
- More affordable than other liners due to lower retail price points
- Easy to clean in the dishwasher versus other liners which have to be washed by hand
- Unique sizes to fit in standard cake pans and cookie sheets—not just one size like other liner products
- Proudly made in the USA

The new value-oriented group of nonstick Bakeware liners and Ovenliners will come in the following packages:

- Triple Pack – Includes Half Size Sheet Pan Liner, 9" Round & 8" Square
- Double Pack – Includes 30" Ovenliner & Toaster Ovenliner
- Toaster Ovenliner
- 30" Ovenliner
- Half Size Sheet Pan Liner

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 and Australia. To find out about the retail outlets carrying Chef's Planet products email info@chefsplanet.com or call (602) 906-3600.

(Cont'd)

About Chef's Planet

Founded in 2002, Chef's Planet designs, manufactures and distributes inspired kitchenware products that make cooking simple and enjoyable. With original and fresh ideas the company addresses and solves problems cooks face every day in the kitchen. Over 2,000 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.

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