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**FOR IMMEDIATE RELEASE**

**CHEF'S PLANET LAUNCHES ARC42—THE FIRST COOKWARE TO  
CHALLENGE HORIZONTAL POT AND PAN HANDLES**

*New Design Dramatically Changes Conventional Handles Providing  
High Performance and Easy to Handle Cookware*

**Phoenix, Ariz. (March 20, 2005)** – Chef's Planet, a kitchenware company founded to create innovative culinary tools that make cooking enjoyable and simple, today announced the launch of a new cookware line called arc42™. The arc42 directly flies in the face of conventional cookware. Its task was to radically challenge the conventional horizontal pan handles that make handling heavy cookware awkward and difficult. The results are a superior quality cooking surface coupled with a new comfortable handle design.

The arc42's unique patented Power Grip System features innovative angled silicone handles which leverage the strong forearm muscles for lifting resulting in superior balance, control and comfort. The high quality 18/10 stainless steel and encapsulated aluminum base for even heat distribution is suitable for all types of ranges. The design has been independently assessed by international human factors specialist, ICE ergonomics.

"Our philosophy at Chef's Planet is to challenge conventional kitchenware design and make things better," said David Roberts, co-founder and president of Chef's Planet. We are so pleased Imperial International shares this passion with us by creating arc42. The five years of research and development devoted to the arc42 comes through in its design and superior quality. As the exclusive U.S. distributor for arc42, we are thrilled to represent a product that will dramatically change the landscape of cookware."

The arc42 delivers comfortable handling even when pouring heavy liquids from a large stock pot. This unique pouring capability provides colander free straining, variable steam control and maximum safety as hot liquids are poured away from the body. All arc42 products feature cool grip silicone handles for oven safety and outstanding durability.

Arc42 has earned the seal of approval of leading British TV chef, Michelin-starred restaurateur, celebrity and author, Gary Rhodes, who has declared it "a great



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example of British innovation". Having experimented with the product in his own home, Gary will now be using the new product extensively. The words 'tested and approved by Gary Rhodes' appear on all arc42's packaging.

The arc42 cookware line comprises a 1,2,3,4 and 6 Quart nonstick saucepans with lids and a 10" nonstick frying pan. All products are dishwasher safe and come with heat tempered glass lids for oven safety.

Products are priced between \$65.00 and \$125.00 and are targeted at department stores, mass retailers and gourmet retail outlets. Each piece of arc42 comes with its own patent pending POS packaging display that invites the consumer to try the superior Power Grip handle, while in the store. This display also explains the features and benefits of the product line. Arc42 products come complete with a lifetime guarantee and will be available in the United States, exclusively from Chef's Planet, in July 2005.

### **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, Australia and New Zealand. To find out about the retail outlets carrying Chef's Planet products email [info@chefsplanet.com](mailto:info@chefsplanet.com) or call (602) 906-3600.

### **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 problems cooks face every day in the kitchen. Over 2,300 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](http://www.chefsplanet.com).

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