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FOR IMMEDIATE RELEASE

**CHEF'S PLANET INTRODUCES THREE MUST-HAVE
KITCHEN ESSENTIAL LINES**

*Elegant Olive Oil Cruets, Sleek Salt, Pepper and Spice Mills and Swivel Vegetable Peeler
Each Offer Their Own Unique Twist*

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 introduction of three new kitchenware product lines—olive oil cruets, salt, pepper and spice mills, and a swivel vegetable peeler. All three products bring form and function to the kitchen or tabletop with their unique and creative designs.

“We are pleased to introduce three new distinctively designed kitchen tool lines,” said David Roberts, co-founder and president of Chef's Planet. “All of our products must deliver something unique to the kitchenware market, and in line with this philosophy these new products deliver a small twist which makes each of them different and superior. For the spice mills it is the superior quality grinder. For the cruets it is the seamless design and function they bring to complement any table setting. And for the vegetable peeler it is the comfort grip handle, and the sharpest blade available, that makes any peeling task a snap.”

The Chef's Planet Cruets are hand-blown Pyrex™ made to showcase the finest oils and vinegars at the table. The tight fitting stoppers preserve the freshness of the oil and allow a slow steady stream of oil which is perfect for drizzling over soups, vegetables and breads. Each cruet is proudly made in the USA and can be placed in the dishwasher for easy cleaning. The cruets are offered in two sizes, small and large with a retail price of \$20.00 and \$25.00 respectively.

The new Salt, Pepper and Spice mills from Chef's Planet are German engineered and made from the highest quality 18/10 stainless steel. Each mill features a long lasting stainless steel or ceramic grinder that will outlast conventional salt and pepper mills. A break-resistant acrylic window beautifully displays the spices while a simple to adjust dial enables control of the grind from coarse to fine. The Chef's Planet line of salt, pepper and spice mills comprises salt or pepper mills, a set of two mills with a stainless steel stand, an electric mill and a spice grinder with aroma lock. Retail prices range from \$25.00 to \$50.00 and the mills will be available in May 2005.



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The new Chef's Planet Ergonomic Swivel Peeler makes any peeling job easier with its contoured handle which comfortably fits either right or left handed users. The precision ground stainless steel blade swivels during peeling to glide through even the toughest vegetable and fruit skins. Made with a recent technology advance, the peeler blade is the sharpest available, and will last longer than any other blade on the market. The eye is also distinctly designed not to clog when removing blemishes. The peeler can even be used to make hard cheese or chocolate curls. The peeler is dishwasher safe and manufactured in Sweden with a retail price of \$15.00. The peeler will be available in April 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 and Australia. 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 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.

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