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FOR IMMEDIATE RELEASE

CHEF'S PLANET INTRODUCES A NEWLY DESIGNED NUTCRACKER

Non-Traditional Design Enables Nutcracker to Easily Crack Nuts and Trap the Broken Shells

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 a uniquely designed nutcracker with added function. It is the first nutcracker to not only crack nuts open but also houses the broken shells for added convenience.

"We are always surveying cooks for the problems they face in the kitchen. We have heard time and time again how tired people are of cracking nuts and having to pick up the stray shells afterwards," said David Roberts, co-founder and president of Chef's Planet. "With the new nutcracker from Chef's Planet, you no longer need to worry about those pesky shells landing everywhere. Instead, they stay right inside the nutcracker for more convenience and easier clean-up."

The Chef's Planet Nutcracker has a comfortable design to make it easy to crack any type or size of nut. The handle was specifically design not to pinch fingers. With its ability to house the shells after cracking clean-up is simple and fast. Made from highly durable plastic this nutcracker provides the ultimate in design and convenience.

Key Features

- Handles all types and sizes of nuts
- Captures broken shells inside nutcracker for easy clean-up
- Comfortable design is easy to squeeze
- Protects fingers from being pinched
- Dishwasher safe
- Made in Sweden

The Chef's Planet Nutcracker retails at a price of \$15.00 and will be available in April 2005.



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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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