



2120 E. Rose Garden, Suite E1
Phoenix, AZ 85024

tel 602 906 3600
fax 602 906 3603

FOR IMMEDIATE RELEASE

**CHEF'S PLANET INTRODUCES A NEW AND INNOVATIVE WAY
TO MASH POTATOES**

*Unconventionally Designed Potato Masher Eliminates Pounding to Achieve
Perfectly Whipped Potatoes*

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 Simply Mash Potato Masher from the Chef's Planet 'Simply Cook' line of kitchen gadgets. It is the first potato masher that completely eliminates pounding and introduces a comfortable rolling action to achieve fluffy mashed potatoes.

Simply Mash doesn't look like an ordinary potato masher. With a comfortable round ball-like handle and a flower petal shaped design at the bottom, Simply Mash is an entirely new way to mash potatoes. The fluffiest mashed potatoes are produced by a simple circular rotation action without any pounding. The effortless design enables the precise control of the desired potato texture— chunky to smooth and fluffy. Mashed potatoes can now be created in the fraction of the time than traditional mashers and with less clean up and with more control.

“Simply Mash is so ingenious it shouldn't even be categorized as a potato masher,” said David Roberts, co-founder and president of Chef's Planet. “It completely eliminates the need to pound potatoes and instead requires a soft rolling motion that consistently whips the potatoes to the desired texture.”

Key Features

- Effortlessly creates soft and fluffy mashed potatoes
- Easier and quicker than conventional mashers
- No pounding required
- Comfortable, non-slip handle is easy on hands and wrists
- Dishwasher safe

Simply Mash retails at a price of \$10.00 and will be available in June 2005.



2120 E. Rose Garden, Suite E1
Phoenix, AZ 85024

tel 602 906 3600
fax 602 906 3603

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.

For More Information Contact:

Michael Romley
Executive Vice President
Chef's Planet, LLC
(602) 906-3600 tel
(602) 906-3603 fax
mromley@chefsplanet.com

'Simply Cook' and Simply Mash are trademarks of DNC UK Ltd. and are used under license by Chef's Planet, LLC.