



FOR IMMEDIATE RELEASE

**CHEF'S PLANET HONORED AS ONE OF
"ARIZONA COMPANIES TO WATCH"**

Only 50 Second Stage, Arizona-Based Companies Selected for Honor

Phoenix, Ariz. (May 1, 2007) – Chef's Planet, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today announced that it has been recognized as one of the Arizona Companies to Watch, an awards program hosted by the Arizona Small Business Association in collaboration with the Edward Lowe Foundation.

The Arizona Companies to Watch (www.AzCompaniesToWatch.org) program was created to recognize and celebrate the contribution, innovation and energy of a wide variety of Arizona-based companies. Companies considered must be privately held, second-stage companies, defined as having 10 to 100 full-time-equivalent employees and generating \$750,000 to \$100 million in annual revenue or working capital from investors or grants. The judges evaluated several factors including growth in number of employees, impact of business on the job market, increase in sales, current and past financial reports, product innovation, sustainable competitive advantage and exceptional entrepreneurial leadership.

"Companies like the Arizona Companies to Watch are one of the reasons that Arizona leads the country in economic growth. Through the efforts of great employees who deliver innovative products and services, these companies are growing at over four times the national average!" says Joan Koerber-Walker, CEO of the Arizona Small Business Association. "ASBA is proud to be building and supporting this growing community of excellent companies. It's about time they got the recognition they so richly deserve," Koerber-Walker adds.

"We are incredibly proud to be receiving this honor as an Arizona Company to Watch. Our philosophy has always been to create a fun working environment and always act with integrity whether that is with employees, partners, customers or vendors," said Michael Romley, president of Chef's Planet. "This philosophy has enabled us to achieve success and we couldn't be more thrilled to be recognized for all the hard work and creative ideas that have gotten us to this point."

Chef's Planet was founded to create cooking tools that create new ways of doing ordinary tasks. Cooks can enjoy a wide variety of tools from high-end gourmet slicers to nonstick

Chef's Planet is AZ Company to Watch/Page 2

liners for baking. Each product brings its own usefulness and benefits to the cooking experience. Since 2002, Chef's Planet has secured over 3,000 US customers and is now expanding into international distribution channels. The company continues to create and deliver fresh ideas for the kitchen that keep the housewares industry waiting for the next new idea from Chef's Planet.

Chef's Planet will be honored at an awards ceremony during the second annual Arizona Companies to Watch event, June 1st at the Phoenix Convention Center.

Information about Arizona Companies to Watch can be found at www.AzCompaniesToWatch.org

About Chef's Planet

Founded in 2002, Chef's Planet designs, manufactures and distributes clever kitchenware products. Our fresh ideas address every day problems in the kitchen so cooks can save time and enjoy the experience of cooking. We believe life should be about great food, family, fun and precious moments. We call it 'Zest for life™'. Our products are distributed internationally and include a full line-up of kitchen tools, nonstick liners for baking and grilling as well as other clever items for kitchens and homes. For more information about the company and its products visit www.chefsplanet.com.

For more information contact:

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



###