

FOR IMMEDIATE RELEASE

CHEF'S PLANET NAMED #993 ON INC.'S TOP 5,000 FASTEST GROWING PRIVATE COMPANIES IN THE U.S.

Phoenix, Ariz. (October 1, 2007) – Chef's Planet, a kitchenware company founded to create culinary tools that make cooking enjoyable and simple, today announced that it was ranked #993 in Inc. Magazine's 5,000 fastest growing private companies in the United States. This ranking was coupled with a ranking of #33 for the nation's fastest growing private companies in consumer products and a ranking of #30 for fastest growing private companies in the Phoenix/Scottsdale/Mesa regional area. These additional rankings were also published by Inc. Magazine.

Companies were ranked by their percentage of revenue growth from 2003 to 2006. Chef's Planet's growth from 2003 to 2006 measured 354.9%.

"It is incredibly gratifying to be a private company recognized on a national stage," said David Roberts, CEO of Chef's Planet. "We have worked hard to deliver ingenuity and quality to our customers and we are grateful for the growth that has resulted. We have only just begun, so look for great things from Chef's Planet in 2008."

About Chef's Planet

Founded in 2002, Chef's Planet designs, manufactures and distributes clever kitchenware products and sells to over 3,000 retail outlets. 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.

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