

January 13th, 2002

## **THANE HOUSEWARES ROLLS OUT THE NEW FOR 2002**

Thunder Stick Pro... FlavorWave Oven... Le Presse Gourmet Food Styler... And Pie Dart To Premiere At The International Housewares Show 2002

Superstar of the Kitchen Chef Harry To Make Special Appearances At Thane Housewares Booth To Launch Thane's 2002 Line-Up

### **HOUSEWARES SHOW 2002**

Chicago (January 13, 2002) Back to the International Housewares Show bigger than ever, Thane Housewares has set the 2002 Show as the retail launch pad for a quartet of the company's top-selling direct response TV products, announced Denise Kovac, President of Thane Distribution Group.

Headed into retail shelves following their successful debuts on direct response television are:

ThunderStick Pro – When one kitchen product can replace a blender, chopper, mixer, food processor, meat grinder, juicer, coffee grinder and food mill, you know its going to go over big! And that's exactly what happened when Thunderstick was introduced on television. Now, ThunderStick Pro is ready for retail and ready to conquer retail shoppers with its 8 kitchen appliances in one system. This powerful, 200-watt hand-held blender has a durable stainless steel shaft and removable blades to make mixing, blending, chopping, cutting, grinding and grating quicker and easier than ever, and it cleans up in seconds. Talk about a kitchen miracle!

Le Presse Gourmet Food Styler – It's the amazing kitchenware product that turns cabbage into cole slaw or potatoes into french fries in seconds. It's Le Presse Gourmet Food Styler, the acclaimed food preparation system that slices, dices, juices, mashes, cores, presses and extrudes its way into creating fabulous gourmet meals in minutes. 8 machines in one, Le Presse offers fast, easy clean-up and easy-to-use color coordinated attachments all in a sleek, professional design.

FlavorWave Oven – TV's most popular cooking system comes to retail. FlavorWave Oven is a new infrared cooking system that not only cooks faster and easier than conventional cooking, it also helps bring out the food's natural flavors – without oils or fats – so your food tastes better and is better for you. Today's busy lifestyles demand the FlavorWave – how else can you take food out of the freezer and begin cooking immediately without having to defrost (after a long day at work and the family about to be home any minute). The FlavorWave broils, roasts, air fries, air boils, grills, bakes, barbeques and steams – frozen to cooked in just minutes.

Pie Dart – Thane Housewares is right on target with its Pie Dart Ultimate Pie Crust Maker. Just slip the dough between the two magic Pie Dart layers – and Pie Dart creates perfect pie crust every time. Fast and easy, Pie Dart guarantees light and flaky crusts with no mess and no fuss. The printed measuring guides on the bottom layer make sizing a breeze – and because Pie Dart is non-stick, you never have to worry about tearing your dough when transferring it to the pie dish. Isn't that amazing!

On hand at the Thane Housewares booth to showcase the company's stable of proven sellers is popular television personality, author and syndicated columnist Chef Harry.

Everyone's wild about Chef Harry as the host of his own acclaimed PBS series Chef Harry & Friends and as frequent contributor on The Today Show. Chef Harry also cooked up a storm of excitement with his best-selling book, "The Harry's Wild About You Cookbook" and he's about to introduce his newest book, "Star Gazing." Chef Harry's many columns come courtesy of Copley News Service, along with scores of top magazines and newspapers.

"We are delighted to introduce our company's top-selling television brands for the kitchen to retail, and to have the fun and informative assistance of Chef Harry to help spotlight these proven products," said Kovac. "Each of the four Thane Housewares products offers retailers the highest possible quality and successful track records."

Chef Harry will appear at the Thane Housewares booth Sunday at 11AM on behalf of Thunderstick Pro; Sunday at 3:00PM for FlavorWave; and Monday at 10AM for Le Presse.

Thane Housewares is a division of global marketing leader Thane International. A vertically integrated consumer products organization, Thane International maintains operations in product development, commercial production, manufacturing, sales & marketing and distribution.

At the International Housewares Show, Thane Housewares is located at Booth # S-3615.

CONTACT: SSA Public Relations New York: Mike Rudnick (212) 679-4750 Los Angeles: Steve Syatt (818) 501-0700