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**HISTORY OF THE WARING BLENDER GETS “UNWRAPPED”
ON THE FOOD NETWORK**

STAMFORD, CT, October 2006 – The history behind the Waring blender was explored in an episode of the Food Network TV show “Unwrapped,” which aired earlier this month. The show gives viewers a behind-the-scenes look at the creation and production of classic American foods.

In an episode called “Shake It Up,” viewers watched the manufacturing process behind the Waring Pro™ Professional Food and Beverage Blender, from product assembly and rigorous quality control to packaging.

The segment was filmed inside the Waring manufacturing plant in McConnellsburg, Pennsylvania, giving viewers a close-up look at what it takes to move the blender from the factory to retail shelves. As part of the segment, Mary Rodgers, Director of Marketing Communications for Waring, and David Prindle, Director of Manufacturing/Operations at Waring, shared information about the company and its 60-plus-year heritage in the culinary industry.

The company’s roots in the industry date back to 1936, when inventor Fred Osius approached Fred Waring, an entertainer with a mechanical engineering background, to seek support for his mixer. Waring helped perfect the Waring Blendor for consumer home and commercial use, and in 1937, he debuted his “Miracle Mixer” at the National Restaurant Show in Chicago. The Waring Blendor® name was adopted shortly thereafter.

The product was such a success that in 1938, Waring decided to change the spelling of Blendor to Blender with an “e” to distinguish his product from others in the marketplace. The Waring blender was also beneficial for doctors in hospitals and laboratories, such as Dr. Jonas Salk, who used it to prepare the polio vaccine.

Today, blenders have evolved into a household staple, found in 85% of homes in America, according to the 29th Annual Portrait of the U.S. Appliance Industry.

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History of the Waring Blender Gets “Unwrapped” on The Food Network/page 2

While early models were used primarily for beverage preparation, today’s blenders are relied on for a variety of culinary tasks. This versatile kitchen appliance can be used to create fresh gazpacho and savory corn crepes, as well as cucumber yogurt sauce and strawberry mousse. Waring’s blender collection has expanded substantially over the years to include over 150 different varieties, including models with distinctive finishes and colors.

For more information on “Unwrapped,” visit Food Network at www.foodnetwork.com/food/tv.

About Waring:

*Waring, universally known for introducing the first blender in America, is one of today’s leading manufacturers of professional quality appliances for the home, foodservice and laboratory industries. The company manufactures culinary appliances in two product segments—**Waring Pro®**, a line of professional quality consumer products that includes everything from blenders, juice extractors, citrus juicers and drink mixers to toasters, food slicers and convection ovens, and the **Commercial Division**, which includes high-speed, high-volume food processors and blenders. Waring was established in 1937 when Fred Waring, a popular entertainer, introduced the blender (then called the “Miracle Mixer”) at the National Restaurant Show in Chicago. Waring was acquired in 1998 by Conair Corporation, which also owns Cuisinart.*

For more information about Waring and its products, visit the company website at www.waringproducts.com.