

FOR IMMEDIATE RELEASE

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WARING PRO™ PROFESSIONAL BAR BLENDERS
UPHOLD THE WARING TRADITION OF EXCELLENT PERFORMANCE

STAMFORD, CT, September 2003 —Waring, a leading manufacturer of professional quality small appliances for the home, has developed a line of Professional Bar Blenders to fit any kitchen décor, while delivering the highest quality performance.

The product collection (called the PBB Series) combines powerful features with high fashion colors and styling to accessorize any kitchen.

All Waring Professional Bar Blenders feature superior construction with a powerful 390-watt commercial motor. Waring's trademark cloverleaf carafe holds a generous 40 ounces and the patented design creates a unique vortex action that speeds blending so consumers can liquefy ingredients quickly.

“Waring has a long tradition of providing consumers with commercial quality appliances for the home,” says Mary Rodgers, Director, Marketing Communications for Waring and Cuisinart. “Our objective is to take these products and improve upon them with innovations in engineering and design. The Professional Bar Blenders Series is a perfect example of this.”

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Key product benefits in Waring's Professional Bar Blender Series include a toggle switch with 2-speed operation and a motor powerful enough to crush ice on high or low speeds; plus a convenient self-cleaning blade assembly built into the stylish jar, that provides for easy cleanup.

Waring's Professional Bar Blenders also come with a heavy duty base that ensures stability, no matter how tough the blending task, and a 6-foot commercial line cord. The Professional Bar Blenders are available in a broad range of colors. The **Classic Colors Series** features Chili Red (PBB204), and Ebony (PBB209). The **Classic Accents Series** is available in Retro Green (PBB212), and Quite White (PBB201).

Another signature Waring blender line is the **Classic Metals Series**, with the same high performance features as the Professional Bar Blenders. Products in the Classic Metals Series come in Bright Copper (MBB520), Stainless Steel (MBB518) and Pewter (MBB521). The **Classic Chrome Professional Kitchen Blender** (PKB10) features the same powerful motor as the Professional Bar Blenders and is designed with a heavy-duty chrome base with a black 6-foot commercial line cord.

All the Waring blenders are backed by a five-year limited motor warranty.

Availability: In-Stock

Suggested Retail Price: \$190 for **Classic Colors and Classic Accents Series**; \$190 for the **Classic Metals Series**; and \$190 for the **Classic Chrome Professional Kitchen Blender**.

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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 blenders, juice extractors, toasters and electric kettles; 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.

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