

**FOR IMMEDIATE RELEASE:**

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**WARING KITCHEN CLASSICS DRINK MIXERS SERVE UP  
OLD-FASHIONED TREATS THE MODERN WAY**

STAMFORD, CT, March 1999—There's nothing like a thick, frosty milk shake straight from the soda fountain machine—unless you're using the Waring Drink Mixer to create one at home.

Consumers can now duplicate the old-fashioned shakes Americans used to order at the corner store by using this colorful line of commercial quality mixers.

Waring, a leading manufacturer of professional quality small appliances for the home, has combined classic styling with quality die-cast construction to produce a Drink Mixer built to last. The single spindle mixer can whip up delicious drinks and health shakes with the touch of a button. It is equally handy for blending batters or frothing eggs for omelets or whipping cream.

Waring Drink Mixers (marketed under the PDM model no. series) are also designed to dress up any kitchen. They are available in a variety of vivid colors—Retro Green (PDM 112), Sunrise Yellow (PDM 103), Quite White (PDM 101), Chili Red (PDM 104), and Ebony (PDM 121).

A key product benefit in Waring's Drink Mixer line is that the appliances have a heavy-duty motor for extra tough mixing tasks. In addition, the chrome-plated motor cover and die-cast metal base ensure this kitchen tool will last for many years to come.

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In addition, Waring's 24-oz. stainless steel beaker with measured markings is easy to clean for even the thickest shake. The product is backed by a five year limited motor warranty. Now consumers can enjoy the fresh, homemade taste of their favorite drinks and treats in their own kitchen—thanks to the Waring Drink Mixer.

Availability: March 1999

Suggested Retail Price: \$200

*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—**Kitchen Classics**, 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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