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WARING UNVEILS NEW HALF-GALLON BLENDER

New model offers the highest horsepower and capacity available in a home blender

STAMFORD, CT, March 2005—Home chefs looking for a heavy-duty blender with high volume capacity and commercial quality performance now have a model that delivers, with the introduction of Waring’s largest and most powerful blender to date. The new blender, model number MX1000R, packs enough power to tackle even the toughest culinary tasks.

“This model is a true workhorse and is ideal for entertaining or for large family get-togethers, easily creating homemade soups and salsa, as well as desserts, dressings and beverages,” says Mary Rodgers, Director of Marketing Communications for Waring.

She explains that the MX1000R has a heavy-duty 3 horsepower motor and operates at 30,000 plus RPM’s. The blender can handle a host of diversified food preparation tasks from chopping nuts to emulsifying complex sauces like hollandaise. The blender’s 64-oz. unbreakable polycarbonate container is perfect for preparing large quantities, whether it’s a special occasion or for everyday needs. For added convenience, the container has clearly demarcated measurements in ounces and liters for increased accuracy when preparing recipes.

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The MX1000R has easy-to-operate paddle switches that feature high, low, off and pulse controls. The paddle switches offer greater versatility when preparing multiple batches of the same recipe. Other product benefits include a sharp new design that reflects clean edges while occupying a minimal amount of counter space.

With the addition of the MX1000R, Waring Pro® now offers consumers a comprehensive blender collection, with individual models reflecting distinctive features for specific activities, from specialty blenders for bar and beverage capabilities, to food preparation blenders. In addition, Waring's blenders come in a variety of styles and finishes, from chili red and retro green to bright copper, pewter and brushed stainless, as well as traditional stainless steel.

Suggested Retail Price: \$560.00

Availability: Immediately

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. Waring's website is www.waringproducts.com.*

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