FOR IMMEDIATE RELEASE

Contact: Mary M. Rodgers
Waring
Phone: (203) 975-4609
Fax: (203) 975-4660
E-mail: Mary_Rodgers@conair.com

or

Rachel Litner
Rachel Litner Associates
Phone: (973) 994-5167
Fax: (973) 994-5170
E-mail: Rachel@rlitner.com

WARING PRO® ENTERS THE CONVECTION OVEN CATEGORY AND BRINGS A NEW STANDARD TO COUNTERTOP COOKING

STAMFORD, CT, January 2005—Waring Pro® has entered the convection oven market with two models that deliver professional results while performing a variety of culinary tasks. The company's new ovens sport an array of distinctive features such as high power, expansive capacity, and a brushed stainless exterior, offering home chefs functionality in the kitchen with commercial quality performance. The ovens provide consumers with five different cooking methods to choose from—conventional baking, convection baking, broiling, rotisserie and roasting.

Waring's first-time convection oven collection is available in two different sizes – a 1.5 cubic foot model (no. CO1500) and a .9 cubic foot model (no. CO900). Both ovens have 1700 watts of power and can accommodate a half-sized commercial baking pan, allowing home chefs to bake multiple batches of cookies, as well as a ten-pound turkey or a complete dinner for four.

"The Waring convection ovens bring a new standard of power to countertop cooking," says Mary Rodgers, Director of Marketing Communications for Waring and Cuisinart. "These are high performance models with a great deal of flexibility. For example, both ovens have two baking racks and several shelf positions, so that home chefs can efficiently cook several items at once. An added benefit is that once the shelves are removed, a half-sized baking pan can easily fit directly into the side grooves of the oven for even greater versatility. When you combine the cooking capacity of these ovens with their capabilities, the culinary possibilities are virtually limitless."

- more -

Rodgers adds, “Consumers continue to place performance and convenience at the top of their lists when purchasing kitchen appliances. Waring’s convection oven satisfies these needs on several different fronts.”

She explains that the Waring Pro™ Convection Oven addresses the demand for high performance by offering commercial quality features like a rotisserie spit, rotisserie skewers and a handgrip for evenly cooking whole roasts and fowl. Other benefits include tempered glass doors, temperature-ready indicator lights and a timer that can be set for up to two hours. The convection feature, meanwhile, caters to the growing consumer demand for convenience. With convection baking, food cooks up to 30% faster than conventional ovens. Since this method relies on a fan to gently circulate heat around the food, meats are more succulent and juicy, while baked goods (like muffins and biscuits) have a higher rise.

Waring’s new convection ovens come with two wire racks and a baking tray. Both models are backed by a five-year limited motor warranty and a one-year limited appliance warranty.

The debut of Waring’s convection ovens is part of the company’s ongoing strategy to diversify its product line with commercial caliber kitchen appliances. In the past few years, Waring has expanded its core assortment of blenders and juicers with a host of well-designed, high-performance small electrics, such as wafflemakers, a deep fryer, meat grinders and food slicers.

Everyday Price: CO1500, $399; CO900, $299

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.*

###