

West Bend®—Launches New Website, Kicks-Off Year Long 100th Anniversary Celebration

In the first of many initiatives planned in celebration of the company's 100th anniversary, **West Bend®** recently launched a new interactive website, www.westbend.com.

This informative and easy-to-navigate site features a range of product information, full e-commerce capabilities, a comprehensive recipe database, and a timeline of company milestones.

In celebration of the company's history, the site's interactive timeline takes visitors on a journey from the first West Bend facility opened in 1911, to the introduction of Kwik Drip coffeemaker in 1932, and all the way to today's newest product innovations.

Another highlight of the site is the comprehensive recipe database, comprised of multiple generations of classic **West Bend®** recipes.

The recipes are divided into four categories – Main Dishes, Soups/Stews, Breads and Other – making it simple to find the perfect recipe for any occasion.

Site visitors can also search recipes by product category and receive helpful prep/cooking tips.

"As we gear-up for our 100th anniversary celebration this fall, we're pleased to be introducing this vibrant, interactive site," said Mia Cheeseman, Marketing Manager at **West Bend®**. "We have a variety of exciting projects on the horizon in 2011, including an assortment of product introductions and a new social media program, to name a few.

It promises to be an exciting year for **West Bend®** and its loyal customers."

The Cooking section of the site, which includes the core line of **West Bend®** products, features six categories:

- *Slow Cookers/ Versatility™ Cookers*
- *Skillets/Griddles/Grills*
- *Toasters/Ovens*
- *Breadmakers*
- *Steamers/Rice Cookers*
- *Specialty*

In the Beverage section, visitors will find information on Coffee, Tea, Blenders, Smoothie makers, and Specialty beverage items.

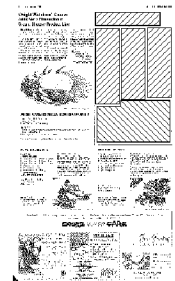
Rounding out the product categories are Popcorn makers and Seasonal items, including ice cream makers.

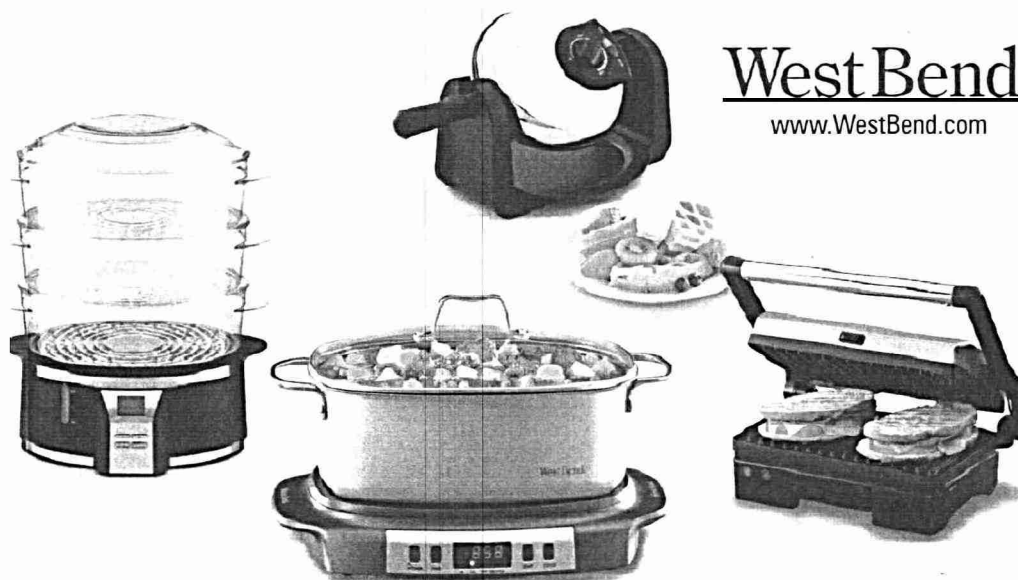
The site also boasts a helpful support section including information on warranties and replacement parts. All product user manuals are accessible, along with a product FAQ section.

Spanning multiple generations with its innovative product offering, **West Bend®** delivers unmatched performance, quality, and value to consumers nationwide.

Founded in West Bend, Wisconsin in 1911, the company is looking forward to its year-long 100th anniversary celebration in 2011.

It is still one of the country's best known small appliance brands.





West Bend

www.WestBend.com