

West Bend®

WEST BEND® INTRODUCES THE PLATINUM EDITION™ LINE OF HEATING ELECTRICS

In celebration of 100 years of product innovation and excellence, West Bend is proud to introduce the *Platinum Edition* line of kitchen electrics. The new line, which will debut at the 2011 Housewares Show, includes two large capacity toaster ovens, an electric skillet and two grill/griddles. The *Platinum Edition* products offer contemporary design and multi-functional features all at accessible price points.

Features and Benefits:

Platinum Edition Countertop Oven (74106)

Platinum Edition Countertop Convection Oven (74206)

- Large capacity – can toast six slices of bread or bake a 12” pizza
- Brushed Stainless accents
- Adjustable rack positions
- Removable crumb tray
- Reversible wire rack doubles as a cooling rack
- Bake tray included
- 60 minute timer with auto shut off
- Convection model includes an automatic convection fan that helps circulate heat and cook food more evenly
- Versatile enough to cook anything from a pizza to a 5lb. chicken!
- Suggested Retail Price:
 - Oven: \$89.99
 - Convection Oven: \$99.99
- Available: August 2011



Platinum Edition Countertop Convection Oven (74206)

About West Bend®

West Bend® was founded in 1911 and is among the most recognized small appliance brands in the United States. Still based in West Bend, Wisconsin, the company is known by consumers worldwide for its product quality and customer service. For a full list of product information or to purchase products online, visit www.westbend.com. West Bend® is a brand of Focus Products Group, LLC, a private holding company based out of Lincolnshire, Illinois. Focus Products Group, LLC has other such notable brands as Back to Basics®, Chicago Metallic®, Amco Houseworks®, and Swing-A-Way®.

For Public Relations (images, product information):

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For Customer Service:

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Features and Benefits:

Platinum Edition Skillet (72400)

- Diecast nonstick cooking surface quickly preheats to provide a perfect cooking vessel for scrambled eggs or casseroles
- Cooking surface measures 15" x 12", 3" deep
- Dishwasher safe
- Suggested Retail Price: \$69.99
- Available: August 2011



Platinum Edition Skillet (#72400)

Features and Benefits:

Platinum Edition Grill Griddle with 1 plate (6125)

- Large nonstick cooking surface measures 18 x 11.25"
- 6125 model includes reversible grill/griddle (griddle on one side, grill on the other)
- Easy clean up with onboard drip cup.
- Both the cooking plate and the drip cup are dishwasher safe.
- Suggested Retail Price:
 - Model 6125 \$79.99
- Available: September 2011



Platinum Edition Grill/Griddle (#6125)

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