

Guy Fieri® Serves Up Rockin' Kitchen Tools That Bring Flavortown Home

— Fieri Cookware & Kitchen Gadgets Debut at Retail —

New York, September 24, 2012 – Food Network chef Guy Fieri is not only turning up the heat this Fall with Guy's American Kitchen and Bar in New York City, but is also helping to rock out home-cooked cuisine with his new cookware and kitchen tool and gadget collections rolling out at retail stores this month.

Whether you are creating mouth-watering recipes to entertain family and friends, or are in search of a cool gift for the cooking enthusiast on your shopping list, Guy's new collection has it covered. These quality pieces deliver high performance, durability, and Guy's signature style, providing an exceptional culinary experience at home.

Guy is launching an unprecedented six lines of cookware, including: Stainless Steel, Hard Anodized, Porcelain Enamel Cast Iron, Lightweight Porcelain Cast Iron, Pre-Seasoned Cast Iron, and Non-Stick Aluminum. Guy is also offering Decorated Skillets in five designs featuring artwork from his personal tattoo artist, Joe Leonard.

Two lines of kitchen tools and gadgets are also debuting. The "Guy Fieri" line, featuring an accent on the handle, offers a full suite of tools and gadgets including spatulas with tattoo artwork, whisks, turners, and more. The "Signature Series" offers big and bold styling with high-performance tools such as a burger turner, tongs, and a molcajete.

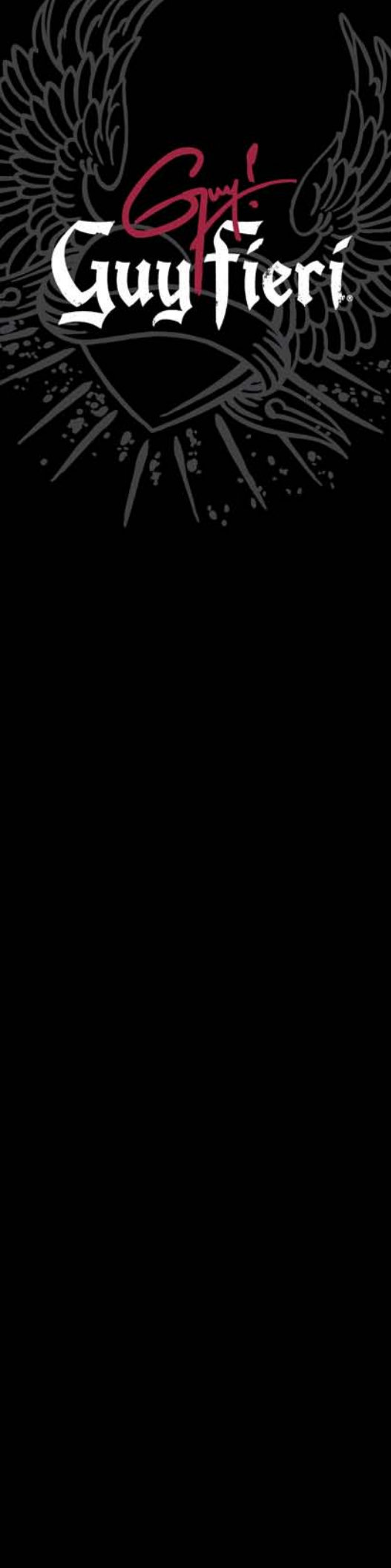
According to Guy Fieri, "I worked closely with the team at Lifetime Brands to create a cookware and kitchenware collection that combines everything I've learned in my career into a set of hard working tools I'm proud to share with my fans and home cooks everywhere. The Lifetime team came to my house, raided my kitchen and grilled me about what I use and what I wanted for my collection. They worked with me to fine tune every detail and I'm thrilled with the end result. They really nailed it and you are totally going to love this collection. My kitchenware is the real deal – the quality is supreme and the styling rocks. As a chef and restaurateur, I'm excited to share with you the same tools of the trade I use in my home."

— more —

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LIFETIME BRANDS



According to Bob Reichenbach, President, Cookware and Cutlery Division, Lifetime Brands, Inc., "Guy Fieri is committed to ensuring that consumers get more than just his name on a product. He was personally involved in the design process, adding his personal touches and guaranteeing that the items were built to his demanding standards. From the size, weight and quality of the cookware pieces to the strength and thickness of the kitchen tools, Guy worked with us to blend his knowledge and experience into an incredible line of high-quality cookware and kitchen tools that we are very excited about."

SIGNATURE STAINLESS STEEL: Guy Fieri® Signature Stainless Steel cookware offers professional-quality performance and classic styling that lets you sear, sauté, and simmer in a snap. The heavy-gauge stainless steel features a mirror-polished exterior and brushed interior finish. An impact-bonded, encapsulated aluminum disc base provides superb conductivity, with fast and even heat distribution.

HARD ANODIZED: Guy Fieri® Signature Hard Anodized cookware combines contemporary design with superior performance. The hard anodized surface is perfect for searing, browning, and deglazing and provides quick and even heating. A long-lasting, interior nonstick finish provides exceptional food release.

PORCELAIN ENAMEL CAST IRON: Guy Fieri® Porcelain Enamel Cast Iron cookware distributes heat slowly and evenly for low and slow cooking on the stove or in the oven. Its porcelain enamel exterior and interior is easy to clean.

PRE-SEASONED CAST IRON: Perfect for searing, browning, and blackening, Guy Fieri® Pre-Seasoned Cast Iron is super tough with amazing qualities that make it versatile for all types of cooking on the stovetop, in the oven, and even outdoors!

LIGHTWEIGHT ENAMEL CAST IRON: Guy Fieri® Lightweight Enamel Cast Iron offers the best attributes of traditional cast iron but with up to 50-percent less weight, which means that it's easier to move around when cooking and cleaning.

NONSTICK ALUMINUM: Guy Fieri® Nonstick Aluminum cookware features easy-to-clean colored exteriors and long-lasting, nonstick interiors that let you spend more time making meals instead of cleaning them up.

DECORATED NONSTICK ALUMINUM SKILLETS: Guy Fieri® Decorated Nonstick Aluminum Skillets feature tattoo decal designs commissioned from Guy Fieri's personal tattoo artist, Joe Leonard.

SIGNATURE TOOLS & GADGETS: Guy's Signature tools and gadgets bring his bold style and high-performance standards to food preparation. The dishwasher-safe utensils are made of heavy-weight materials that feature stainless steel and cast heads, and ergonomic handles for comfort.



“GUY FIERI” TOOLS & GADGETS: The Guy Fieri® tool and gadget line incorporates function, strength, and durability. The flame design on the handle reflects Guy’s fiery personality, while the superior functionality speaks to his expertise as a chef.

Quality, performance, and Guy’s personal design details are the key ingredients in making the Guy Fieri kitchenware launch a recipe for success. Guy Fieri cookware, kitchen tools and gadgets are now available online and at retail stores nationwide.

ABOUT GUY FIERI

Guy Fieri is a celebrity chef, author, and television personality best known for hosting Food Network’s top-rated shows and NBC’s *Minute To Win It*. On Food Network, Guy covers America’s culinary landscape with the popular *Diners, Drive Ins and Dives* series, teaches viewers how to make creative dishes with bold flavors on *Guy’s Big Bite*, and mentors celebrity would-be chefs in primetime’s newest hit, *Rachael vs. Guy: Celebrity Cook-Off*.

An acclaimed restaurateur, he co-owns seven *Johnny Garlic’s California Pasta Grill* and *Tex Wasabi’s Rock N Roll Sushi BBQ* restaurants in Northern California, *Guy’s American Kitchen and Bar* in New York’s Time Square, as well as *Guy’s Burger Joint* for Carnival Cruise Lines. In addition to cookware and kitchenware, Guy’s retail portfolio includes cutlery, BBQ sauces, salsas, wing sauces, marinated meats, frozen pizzas and appetizers, and BBQ tools, amongst other products. Guy is also a three-time New York Times Best Selling cookbook author with *Diners Drive Ins & Dives*, *More Diners Drive Ins & Dives* and in 2011, *Guy Fieri Food*.

Passionate about children and their empowerment, Guy has launched the foundation *CWK (Cooking With Kids)*, a program that encourages the development of healthy eating habits to address childhood obesity and strengthen the family unit by sharing quality time in the kitchen.

ABOUT LIFETIME BRANDS, INC.

Lifetime Brands is a leading global provider of kitchenware, tabletop and other products used in the home. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, CasaMōda®, Cuisinart®, Cuisine de France®, Guy Fieri®, Hoffritz®, Kizmos™, Misto®, Pedrini®, Roshco®, Sabatier®, Savora™ and Vasconia®; respected tabletop brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Elements®, Melannco®, Kamenstein® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The company’s website is www.lifetimebrands.com.