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***Proctor Silex[®] Introduces Proctor Silex[®] Plus
Product Features Added to ‘Tested and Proven’ Appliances***

Richmond Va., March 16, 2008 – Proctor Silex[®] is launching a new line of small-kitchen appliances with something extra. Called Proctor Silex[®] Plus, the new line combines Proctor Silex’s[®] standards of durability, reliability and safety with a variety of added elements, enhancing the products’ functionality and aesthetic appeal. With a range of features and modern design elements for the home – including a toaster that boosts slices higher and hand mixer with convenient storage case - these new products are sure to delight consumers.

Proctor Silex[®] Plus products span the Proctor Silex[®] catalogue. Blenders introduce a novel space-saving design: the jar flips and fits over the blender’s base for compact storage. The toaster is wrapped in a classic chrome exterior. The automatic drip coffeemaker has a smaller footprint and modern design elements, and the can opener includes the high-end SureCut[®] feature which quickly and easily opens cans.

“Proctor Silex[®] consumers are accustomed to products that are reliable workhorses in their homes,” says Mary Beth Dukes, Sr. Corporate Communications Manager. “The Proctor Silex[®] Plus line takes those time-tested products and adds a surprising product feature or a stylish product design at an affordable price-point.”

Many Proctor Silex[®] Plus appliances will debut on national retail shelves as early as April 2008 and more products will launch throughout the year. Consumers will find the products in distinctive packaging with a full blue background, a new logo and the tag-line, “Tested in our lab, proven in your home[®].”

- more -

Proctor Silex[®] Plus Products

Proctor Silex[®] Plus 8 Speed Blender

- Jar stores over base to save space
- Dishwasher safe 48-ounce jar
- Stainless-steel blades
- 375-watt motor
- Countertop stable jar

Model:

58130PH – White

58131PH – Black

MSRP \$29.99

Available: Now

Proctor Silex[®] Plus Extra-Tall Can Opener

- SureCut[®] technology
- Cutting lever detaches for easy cleaning
- Knife sharpener

Model:

76370P – White

76371P – Black

MSRP \$12.99

Available: Now

Proctor Silex[®] Plus Cool-Wall Toaster

- Classic chrome exterior
- Automatic toast boost lifts slices higher
- Auto shutoff
- Cool-wall sides
- Shade selector

Model:

22608 – 2-slice toaster

24608 – 4-slice toaster

MSRP \$14.99, 24.99

Available: Now

Proctor Silex[®] Plus Auto Shutoff Iron

- Retractable cord
- Auto shutoff with reset
- Spray/Blast
- Nonstick soleplate
- Vertical steam

Model:

17610R

MSRP \$29.99

Available: Now

Proctor Silex[®] Plus Hand Mixer with Snap-On Case

- Snap-on storage case
- 5 speeds
- Full-size chrome beaters and whisk
- Bowl Rest[™] feature
- 150 Watts

Model:

62545

MSRP \$17.99

Available: Spring 2008

- more -

Proctor Silex® Plus 12 Cup Programmable Coffeemaker

- Compact design
 - 12 cup capacity
 - Pause & serve
 - 2 hour auto shutoff
 - Large clock display
- Model:**
49554
MSRP \$29.99
Available: Spring 2008

Proctor Silex® Plus Nonstick Electric Skillet

- 144 square inch cooking surface
 - Nonstick surface
 - Adjustable heat
 - Cool-touch handles
 - Glass lid
 - Dishwasher safe
- Model:**
38520G
MSRP \$59.99
Available: Spring 2008

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About Proctor Silex®

Proctor Silex® is a brand within the Hamilton Beach Brands portfolio. Hamilton Beach Brands, Inc. is a leading designer, marketer and distributor of small electric household appliances, as well as commercial products for restaurants, bars and hotels. The company's well-known brands include Hamilton Beach®, Hamilton Beach® eclectrics®, Proctor Silex®, Traditions by Proctor Silex®, TrueAir® and Hamilton Beach® Commercial. Hamilton Beach Brands has a track record of successful new product innovation. Additional information about Proctor Silex® is available at www.proctorsilex.com.

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