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FOR IMMEDIATE RELEASE

Wilton Announces Baking Tools Debut
Baking just got easier!

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Woodridge, Ill. – (January 2008) – Wilton, the leader in cake decorating for 80 years, announces a new line of cutting-edge kitchen tools designed to make baking more convenient and enjoyable. The fifteen new items join Wilton's extensive assortment of straight and angled metal spatulas cake decorators have used for generations.

Each item in the new gadget collection features unique details and vibrant colors that make them stand out from others in the market as well as in the kitchen. Each gadget has ergonomic non-slip grips and is made from durable, easy-to-clean materials, many featuring stainless steel and heat tolerant silicone.

The new line includes three job-specific scrapers unlike any currently sold. The Stand Mixer Scraper has optimum head angle for scraping while keeping hands away from moving mixer parts. The flexible chisel tip edge is perfect for scraping, yet firm enough for thorough blending. The Universal Scraper is two spatulas in one: a wide, flat side for accurate mixing bowl scraping and rounder side for jars and smaller containers. Scoop and scrape the very last in your bowl with the new Spoon Scraper, which features a shallow spoon bowl end. All the scrapers feature heat resistant silicone over a nylon core and have a suggested retail price of \$6.99 each.

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Wilton Announces Baking Tools Debut – add one

Also included in the Wilton gadget product line:

- Baker's Blade: a single tool that chops, scoops and measures. Made of durable, easy-to-clean stainless steel, it has a tapered edge with measuring guide, large enough to easily transfer ingredients. The scoop reservoir offers quick measuring of just-chopped fruits, nuts and chocolate. \$7.99.
- Pastry Blender with Cleaning Clip: Alternating tine wire thicknesses assure tough blending as well as fine sifting will each be successful. The unique attached clip slides along the tines, squeezing and cleaning as it moves. \$6.99.
- Cyclone Whisk: The center spiral incorporates more air to whip mixes faster and more efficiently. The silicone-coated center spiral is extra easy to clean. \$9.99.
- Tip 'N Mix 3 Pc. Bowl Set: The unique non-slip foot design allows these scratch-resistant bowls to stand at an angle without falling over. Set includes 1.5, 3 and 5 quart bowls. \$29.99.
- 12" Rolling Pin: A fully submersible rolling pin, with unique removable handle design allows easy washing, even in the dishwasher. This rolling pin also has a simple to clean non-slip surface, with smooth roller. \$24.99.
- Liquid Measuring Cups: A graduated interior and crystal clear polycarbonate make for easy-to-read measuring. Handles are designed for nesting, making these cups easy to store. Available in 1 cup, \$6.99, 2 cup, \$7.99, and 4 cup, \$9.99, sizes.
- Twist 'n Measure Cup: With its twistable, adjustable base, just one cup allows for multiple volume dry measurements. \$7.99.
- Cake Lifter: The wide, precisely-angled surface lets you lift cakes of all sizes and weights easily and securely. \$9.99.
- Dry Measuring Cups and Spoons: A set of five nesting spoons, \$5.99, and four nesting measuring cups, \$7.99, featuring longer handles and interior markings for multiple measurements. The sets can be easily pulled from, then returned to, the "D" ring.

Wilton baking gadgets are available at Michael's and other retailers or online at www.wilton.com.

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Wilton Enterprises, headquartered in Woodridge, Ill., has been a leader in cake decorating since 1929. Today, the company is also the market leader in cake, candy, cookie, wedding, bakeware, and home celebration products. From the hottest licensed characters to specially shaped holiday products, Wilton offers cake pans, cookie cutters, baking cups and traditional pastry decorating tools. For the latest information on Wilton products and ideas for all occasions, visit Wilton online at www.wilton.com. To locate the closest Wilton Method Cake Decorating classes, call 800-942-8881.