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Wilton Industries, Inc.

FOR IMMEDIATE RELEASE

2240 West 75th Street

Wilton Introduces Six New Cake Pan Designs

Woodridge, IL 60517

Woodridge, Ill. - (January 2008) – Wilton Enterprises, the industry leader in cake decorating and bakeware, is adding six new cake pan designs to its already-extensive line of shaped bakeware. Each pan is made of sturdy anodized aluminum and features incredible detailing.

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Included in the new lineup are:

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- **Pirate Ship** – What little boy doesn't dream of being a pirate? Just the right centerpiece for a treasure hunt or adventure party.
- **Princess Carriage** – Every Princess deserves her own carriage! A fairy-tale touch for any little (or big!) girl's dream party celebration.
- **Golf Bag** – Whether a duffer or a pro, the golfer in your life will love this cake. Ideal for Father's Day, Mother's Day, even a retirement party!
- **Monkey** – This whimsical cake design will add fun to any zoo- or jungle-themed party.
- **Dinosaur** – This prehistoric wonder will be the hit of any child's celebration.

- more -



Wilton Introduces Six New Cake Pan Designs – add one

- **Baby Bottle** – Whether for a shower or first birthday party, this cake is a fun and creative way to celebrate.

Perfectly sized for a single cake mix (about 12 servings), each pan includes step-by-step decorating instructions that are easy enough for a novice decorator to follow. Seasoned pros will welcome the variety of decorating ideas provided in the directions. Incredibly versatile, the pans can be also be used to make breads, salads, gelatin molds and frozen desserts. The suggested retail price of each pan is \$11.99.

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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.