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FOR IMMEDIATE RELEASE

**Wilton Presents a New, More Grown Up Strawberry Shortcake™!**

*Celebrate your special little girl's next birthday party  
with Strawberry Shortcake*

Wilton Industries, Inc.

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Woodridge, IL 60517

Phone 630.810.2205

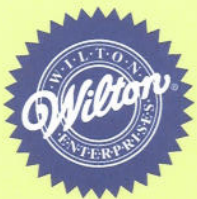
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[www.wilton.com](http://www.wilton.com)

Woodridge, Ill. – (January 2008) – Girls who enjoyed Strawberry Shortcake parties when they were younger can now have fun parties into their 'tweens with their old friend – she's grown up just like them! With the same unmistakable smile on her face, she's now a 'tween herself, with a stylish hairstyle and clothes befitting her age.

Wilton has updated its entire Strawberry Shortcake product line, which includes everything needed for your next themed party. The centerpiece of the Strawberry Shortcake product line is the anodized aluminum pan of Strawberry Shortcake herself. Sized for a single cake mix, the pan's incredible detail and complete, easy-to-follow decorating instructions assist even novice decorators to create the perfect cake. The suggested retail price of the pan is \$12.99. For added convenience, use the Strawberry Shortcake 4-color kit (SRP \$4.99) to tint the icing perfectly.

- more -



*Wilton Presents a New, More Grown Up Strawberry Shortcake™! – add one*

To complete your Strawberry Shortcake party theme, Wilton offers a wide array of party accessories:

- Strawberry Shortcake candle – \$3.99
- 50 paper baking cups that can hold not only muffins or cupcakes, but other snacks and treats as well – \$1.69
- 16 treat bags with twist ties, perfect for party favors – \$1.99
- 6 party toppers to use on top of cupcakes, brownies, or cakes; available in 2 styles – Strawberry Shortcake and Custard – \$3.99

Strawberry Shortcake cake and decorating products along with other Wilton products can be found at a variety of retailers or online at [www.wilton.com](http://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](http://www.wilton.com). To locate the closest Wilton Method Cake Decorating classes, call 800-942-8881. Strawberry Shortcake™ and related trademarks ©2008 Those Characters From Cleveland, Inc. Used under license by Wilton Industries, Inc.