

For more information:
Nancy Siler
(630) 810-2205
nsiler@wilton.com

FOR IMMEDIATE RELEASE

Wilton Introduces the UltraGold Premium Line of Bakeware

Woodridge, Ill. – (January 2010) – From the #1 name in baking and decorating, Wilton Enterprises is pleased to announce the introduction of UltraGold bakeware. UltraGold pans are the culmination of Wilton's 80 years of baking and decorating experience. They have features that can provide the perfect baking results decorators demand.

The upgraded features of UltraGold bakeware include:

- **Premium Aluminum** – Only high quality aluminum is used for these handcrafted pans. It requires a more precise manufacturing process so each pan ensures a perfect shape and better baking results. UltraGold will not warp or rust.
- **Durable Anodized Surface** – UltraGold bakeware is specially treated through a process called Anodizing. With this special treatment the aluminum is made more durable and scratch resistant than untreated aluminum bakeware. Anodizing slows down oxidation to create a harder, more consistent surface so your pan stays beautiful after years of use.
- **Even Heating** – Aluminum conducts heat well, creating an even rise to cakes and a consistency in color and texture. Decorators will delight in a consistent, golden brown cake surface ideal for decorating.
- **Oversized Handles** – UltraGold handles make it easier to transfer the pan to the oven when filled with batter and easier to rotate once in the oven. The extended handles also make it much easier to grab the pan without sticking a potholder into cake batter or a finished cake.

Wilton Introduces UltraGold Premium Line of Bakeware – add one

- **Pan Dimensions** – The pan dimensions are stamped on the handles so you know which pan you need and have selected. No more rulers needed to confirm the pan size.
- **Variety of Shapes and Sizes** – Whether you are baking a cake, cookies, or brownies, the UltraGold line has a pan for you. The available sizes are:
 - Sheet Cake 9x13 \$19.99
 - Sheet Cake 11x15 \$24.99
 - Sheet Cake 12x18 \$29.99
 - Round 8 inch \$12.99
 - Round 10 inch \$14.99
 - Round 12 inch \$17.99
 - Square 8 inch \$14.99
 - Square 10 inch \$17.99
 - Jelly Roll 11x17 \$22.99
- **Limited Lifetime Warranty** – Wilton is so confident of the superior quality of the pans that UltraGold is backed with a limited lifetime warranty.

Whether this is your first set of bakeware, or an addition to your collection, UltraGold is sure to be a favorite because of the premium aluminum and the benefits that come with it. Due to the quality of the UltraGold line, you can be sure your bakeware will never rust or warp. With bakeware that lasts, you can enjoy trying decadent recipes, such as the ones on the pan labels, for years to come.

Find Wilton cake decorating, bakeware and other products at a variety of craft and party retailers, or at www.wilton.com.

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Wilton Enterprises, based in Woodridge, Illinois and founded in 1929, is the leading food crafting company in the industry, with the number one position in cake decorating and bakeware. Today, Wilton offers the industry's most comprehensive and innovative selection of baking, cake decorating, candy making, cookie making, wedding and seasonal products. Wilton products are designed to make it easy for anyone to enjoy the thrill of serving something special. Along with great products, Wilton classes and publications have helped millions of people around the world create impressive party desserts, served with flair. 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.