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FOR IMMEDIATE RELEASE

Wilton Presents WALL•E™ Baking and Decorating Products

Plan your next party around this year's newest robot movie star!

Woodridge, Ill. – (January 2008) – Looking for a special “out of this world” party adventure for that special little boy in your life? Wilton has the answer with its newest line of baking and decorating party products – WALL•E, the robot star of the latest animated feature from Pixar Animation Studios and Walt Disney Pictures.

WALL•E is the story of the last robot remaining on Earth – left behind by humans to clean up mountains of trash. After hundreds of lonely years, WALL•E (Waste Allocation Load Lifter Earth-Class) meets a sleek search robot named EVE, sent back to check on the progress of the cleanup. The movie tells the adventures WALL•E encounters as he chases EVE across the galaxy as she goes to report her findings to the humans who are hoping to return home to earth soon.

Few little boys will turn down the party opportunity to embark on WALL•E's exciting space journey. Start the party planning with a WALL•E cake – so easy with the perfectly detailed anodized aluminum cake pan from Wilton (suggested retail price \$12.99). Bake your favorite cake mix in the pan, then decorate following the easy-to-follow decorating instructions and

- more -



Wilton Presents WALL•E™ Baking and Decorating Products – add one

the 3-color WALL•E icing color kit (\$4.99). Complete the theme with the colorfully detailed, clean-burning WALL•E Candle: - \$3.99.

The entire WALL•E product line from Wilton includes:

- WALL•E Baking Cups: microwave-safe paper, standard size perfect for cupcakes, muffins, ice cream, even candy cups; 50/pkg - \$1.69
- WALL•E Icing Decorations: edible sugar shapes to decorate cupcakes, cookies, ice cream and cake, 9/pkg - \$2.49
- Sixteen WALL•E Treat Bags: the ideal goodie bag, fill with candy, cookies and other treats, includes twist ties – \$1.99

WALL•E and other Wilton cake decorating and party products are available at a variety of retailers across the country 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. ©Disney/Pixar