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## FOR IMMEDIATE RELEASE

**In 2009 Wilton was the Dominant Supplier of Coated Bakeware**  
*NPD data reveals that Wilton is the U.S. leader in both units and dollars*

**Woodridge, Ill. - (February 2010)** – Wilton, founded in 1929 on the concept of bringing design and style to housewares products, is the number one coated bakeware supplier in the United States according to 2009 The NPD Group’s Retail Tracking Service data. Using in-depth research to provide unique insight into consumers’ changing desires has resulted in unique designs, functional styles and the top position in the industry.

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### About Wilton

Wilton Enterprises, a Wilton Brand Company, headquartered in Woodridge, Illinois, was 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](http://www.wilton.com). To locate the closest Wilton Method Cake Decorating classes, call 800-942-8881.