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Reo™ Launches Cutlery, Cookware & Gadgets at International Home + Housewares Show

Chicago, March 2015 – Reo™, the global collection of kitchenware products from Lifetime Brands, Inc., is showcasing several new products at the International Home & Housewares Show that make food preparation and clean-up tasks easier and more enjoyable. The new product launches include cutlery, cookware, a sink rack, and a variety of versatile kitchen tools and gadgets.

“Reo is about providing solutions for food preparation and making cooking fun by offering products that are sophisticated, yet friendly; they invite you to reach out and touch them,” said Jason Poure, VP of Design Experience & Strategy at Lifetime Brands, Inc., who led the design and engineering team for Reo. “Reo is also about helping to create memorable meals in people’s lives, which is why we have partnered with WhyHunger™ to help provide nourishing meals to people in need in countries around the globe.”

Items launching at the Housewares Show:

The **Reo 14-Piece Bamboo Accent Cutlery Set** features a contemporary cutlery block with a bamboo top, vibrant color palette, and slender, space saving design. The base of the block features a soft grip texture to help keep it in place on the countertop. The knives feature durable stainless steel blades and a comfort grip handle with colorful end caps that help identify which knife is which. The set includes an 8” chef knife, an 8” bread knife, a 7” Santoku, a 5” utility knife, a 3” parer, six (6) serrated steak knives, a kitchen shear, an 8” sharpening steel, and a ABS/Wood Block. \$69.99



The **Reo Versa Compact Dish Rack** is designed to be multi-functional, versatile, and adjustable to adapt to any kitchen size, configuration, or layout. It features a customizable drying system that nests neatly together to occupy a compact footprint without sacrificing drying potential. The system easily expands to handle larger loads by simply removing the wire rack from the platform. This allows both the wire rack and the platform to be used as a drying surface, which doubles the rack’s drying capacity for dishes, stemware, smaller pots and cutting boards. Plus, the placement of the flatware caddy is completely customizable. The base and spout can be positioned to drain water into the sink, or rotated the spout inside to collect water inside the base itself. This allows the Versa Rack to be placed anywhere you like – countertop, table, wherever – while draining water collects in the base. \$69.99



Reo Bag Clips and Clamps offer valuable new features to familiar products. The Reo Bag Clips offer a circular hub with grip fingers that allow for a secure grasp of any rolled up bag. These circular hubs can also be used to help organize messy charging cables on your desk. The rubberized lips further ensure a strong grip on your favorite bag of chips. With a magnetized backing, your bag clip is always out and handy. The Reo Bag Clamp fits almost any size bag and has a finger loop, making it easy to pull your chips from your busy cupboard. When not in use, the clips latch onto the clamp using their circular hubs. The set of 4 Clips + 1 Clamp retails at \$5.99.



The **Reo Hand Box Grater** gives you both efficiency and flexibility by disassembling into individual hand graters. Take advantage of the stability of a box grater or choose just the grater type you need. The etched blades are available with coarse, medium, and zesting grater patterns and come with blade covers for safer storage. The blades also stack and snap together for storage in a drawer. \$19.99



The **Reo Standing Tongs** offer an update on the classic design of locking tongs by giving it a base so you can stand it on end. This clever addition lets you keep the tong heads off countertops and tabletops while cooking or serving. Stainless steel tongs with nylon head. The head is heat resistant to 204° C / 400° F. \$9.99



The **Reo Scrape & Whisk Spatula** features a flat edge for scraping and a silicone-covered flat whisk for deglazing. \$7.99

The **Reo Jar Spatula with Mesh Spoon** is specifically made for scraping tight spaces and removing that last drop of jam. The mini slotted spoon on the other end is ideal for reaching into slender jars. \$5.99



The **Reo Flip Spatula** lets you to scrape and spoon your favorite pancake batter with either end of the tool. Its unique form lets you rest the spatula on the counter. The duel spatula series features heads that are heat resistant to 204°C / 400°F. \$7.99

Reo Patterned Exterior Fry Pans bring color, pattern, and cooking performance to the kitchen. The Whitford Xylan Plus non-stick coating enables you to cook without the use of cooking oils. The fry pans have a beautiful, photo-printed exterior with a coined bottom that helps prevent scratching or discoloration of the pattern. Several unique and colorful patterns are available. The large flame guard offers additional heat diffusion, while the soft spray handle allows for safe and comfortable cooking. Coordinating cutlery and cutting boards are also available. Oven safe up to 350 degrees and made in Mexico, Reo Patterned Exterior Fry Pans are available in the following sizes: 8" (\$14.99), 10" (\$17.99), 12" (\$19.99), 8" & 10" set (\$24.99), and 10" & 12" set (\$29.99).



Reo Ceramic Fry Pans feature a durable aluminum construction that distributes heat quickly and evenly and helps to eliminate hot spots. The pans also feature a Whitford Fusion ceramic nonstick coating which has good quality heat conductivity, is perfect for searing chicken, steaks, and vegetables, and makes clean up easy. Oven safe up to 350 degrees and made in Mexico, Reo Ceramic Fry Pans are available in the following sizes: 8" (\$14.99), 10" (\$17.99), 12" (\$19.99), Grill Pan (\$19.99), 8" & 10" set (\$24.99), 10" & 12" set (\$29.99).



Select Reo products are available for purchase at www.Amazon.com/Reo. Browse the entire collection and learn more about Reo by visiting www.reokitchen.com.

Reo and WhyHunger

Reo has a partnership with WhyHunger™, a leading international non-profit, in the fight against hunger and poverty, to help provide nourishing meals for people in need.

The name Reo reflects back on Lifetime Brands' roots. In 1957, three friends in Brooklyn got together and formed a housewares company called REO Products. These friends—Milton Cohen, Chester Phillips, and Sam Siegel—had a simple business philosophy: create quality cooking tools that everyone would have access to. As their idea caught on, their business grew, and over the years the company became Lifetime Brands.

Dan Siegel commented, "When my grandfather Sam Siegel traveled on sales calls, he would often take a homeless person out to a restaurant for a meal. This example of social responsibility has stuck with the company and continues on in many ways, including our charitable connection for Reo. We chose to partner with WhyHunger, an international leading nonprofit in the fight against hunger and poverty, to support WhyHunger's mission to ensure access to healthy, affordable food for all. Reo is committing one-percent of all sales across the entire product line to WhyHunger, and we aren't putting a cap on the donations. We hope Reo, through WhyHunger, can help provide as many meals as possible in addition to helping to teach sustainable practices worldwide."

Siegel added, "We wanted to partner with a top-rated charity that works in all of the countries where we plan to sell Reo products. WhyHunger provides nourishing meals to those in need and empowers them to be self-sufficient. By partnering with WhyHunger, we will be able to give back to the communities where we sell Reo products."

"WhyHunger is thrilled to partner with Lifetime Brands for the launch of Reo," said Bill Ayres, WhyHunger's co-founder and executive director. "Reo's commitment to social responsibility will allow WhyHunger and our community-based partners to provide nourishing meals in countries across the globe and continue to combat the root causes of hunger and poverty in our world."

WhyHunger is a four-star charity. Only 10% of the charities Charity Navigator rated have received at least three consecutive four-star evaluations.

About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tableware and other products used in the home. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, Cuisine de France®, Fred® & Friends, Guy Fieri®, Kitchen Craft®, Kizmos™, Misto®, Mossy Oak®, Pedrini®, Sabatier®, Savora™ and Vasconia®; respected tableware brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Gorham®, International® Silver, Kirk Stieff®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A® and Royal Botanic Gardens Kew®; and home solutions brands, including Kamenstein®, Bombay®, BUILT®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company website is www.lifetimebrands.com.

About WhyHunger

Founded in 1975 by the late Harry Chapin, WhyHunger is a leader in building the movement to end hunger and poverty by connecting people to nutritious, affordable food and by supporting grassroots solutions that inspire self-reliance and community empowerment. WhyHunger is a four star charity, recognized among the highest performing nonprofits for excellence in fiscal management, accountability and transparency from America's leading independent charity evaluator, Charity Navigator. www.whyhunger.org