

West Blade™ Technology Revolutionizes Grating & Zesting

– Lifetime Brands, Inc. & Williams Sonoma Partner for Launch –

Chicago, March 2017 – When it comes to grating and zesting, not much has changed in decades – until now. Lifetime Brands, Inc. and Williams Sonoma have partnered to introduce a new grater and zester blade technology called **West Blade™**. West Blade's patented technology features timeless blades that allow you to grate in both directions. This also makes it easier to move soft and hard foods over the surface with minimal effort, helping to reduce time spent on food preparation. West Blade is available exclusively at Williams Sonoma.

The **West Blade Rotary Grater** stands out from the crowd with its remarkable ability to shred soft foods like mozzarella cheese and hard boiled eggs, in addition to helping make quick work of hard cheeses and chocolate. It comes with two interchangeable grating barrels: a West Blade Coarse Shredder blade for soft cheese, and a West Blade Medium Flake Blade for shaving hard cheese or making chocolate curls. The gearing system operates with a smooth, easy-turning motion for fast and easy grating with maximum output. \$49.95

The **West Blade Zester** helps to create fragrant, flavorful zest from the surface of citrus peels — without the bitter pith. It also works for grating ginger, hard cheese, and chocolate. The zester features ultra-sharp, stainless-steel etched blades and a soft-touch, nonslip handle helps provide a comfortable grip as you work. A protective cover is also included for safe storage. \$19.95

The **West Blade Small Flake Hand Grater** and **Large Flake Hand Grater** feature bi-directional grating surfaces and ultra-sharp, stainless-steel etched blades. Food practically glides over the blades, which are perfect for rapidly shaving hard cheese and creating delicate flakes of chocolate. Soft-touch, nonslip handles help provide a comfortable grip as you work, and each grater comes with a food pusher/hand guard and protective blade cover for storage. \$19.95 each

The **West Blade Box Grater** features four total grating surfaces: three with West Blade technology (Small Flake, Large Flake, and Coarse), and one traditional coarse grater blade. This multi-use tool offers ultra-sharp stainless-steel etched blades and quickly shaves hard cheeses, chocolate, and vegetables. The soft-touch handle provides an easy hold, while the nonslip base helps keep the grater in place while you work. \$49.95

Origin Story

For the ultimate graters, we turned to an innovative culinary team. As a sous chef, inventor Ben Willis needed to zest citrus for an entire menu, so he created a bi-directional grater that helped to cut prep time from 45 minutes down to five. He teamed up with Joe Dieter, whose food-centric background placed design and function above all else. Together, they worked with Lifetime Brands, Inc. to bring the tools' speed and convenience to home chefs. The West Blade™ collection is available exclusively at Williams Sonoma.

ABOUT WILLIAMS SONOMA

Since its founding by Chuck Williams in 1956, the Williams Sonoma brand has been bringing people together around food. A member of Williams-Sonoma, Inc. (NYSE: WSM) portfolio of brands, Williams Sonoma is a leading specialty retailer of high-quality products for the kitchen and home, providing world-class service and an engaging customer experience. Products include cookware, cooks' tools, cutlery, electrics, bakeware, food, tabletop and bar, outdoor, cookbooks, as well as furniture, lighting and decorative accessories. Each store offers cooking classes and tastings conducted by expert culinary staff. A comprehensive gift registry program for weddings and other special events is available in stores and online. On Williams-sonoma.com and the Williams Sonoma blog, Taste, customers can find recipes, tips, and techniques that help them create delicious meals and wonderful memories. Williams Sonoma is also part of an active community on Facebook, Instagram, Twitter, Pinterest, Google+ and YouTube.

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 well-known kitchenware brands, including Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chicago™ Metallic, Copco®, Fred® & Friends, Kitchen Craft®, Kamenstein®, Kizmos™, La Cafetière®, Misto®, Mossy Oak®, Reo®, Savora™, Swing-A-Way® and Vasconia®; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Creative Tops®, Empire Silver™, Gorham®, International® Silver, Kirk Stieff®, Towle® Silversmiths, Tuttle®, Wallace®, Wilton Armetale®, V&A® and Royal Botanic Gardens Kew®; and valued home solutions brands, including Bombay®, BUILT NY®, Debbie Meyer® and Design for Living™. The Company also provides exclusive private label products to leading retailers worldwide. The Company's website is www.lifetimebrands.com.