

## **Mikasa & International Silver Chosen as “Best Buys in Flatware” by *Consumers Digest***

Garden City, NY, February 2015 – Lifetime Brands, Inc., is thrilled to announce that two of its flatware brands, Mikasa and International Silver, were selected as “Best Buys in Flatware” by *Consumers Digest* in its annual “Best Buys” edition in the February 2015 issue. The Best Buys were selected based on quality of construction and ease of cleaning. *Consumers Digest* focused on sets of at least 45 pieces, which consist of place settings for eight people plus five serving pieces, recommending the sets that provide the best value.

The Mikasa Harmony 65-piece collection with service for 12 was selected as a Best Buy in the “Premium” category for its combination of a lifetime warranty and dishwasher-safe usability. *Consumers Digest* noted that consumers would have to spend at least \$100 more to get a 65 piece flatware set that matches this combination from Mikasa, but even those sets won’t match Harmony’s 18/10 stainless steel construction. The Mikasa Harmony has a manufacturer’s suggested retail price of \$300 but was found by *Consumers Digest* for \$150.

For the second year in a row, International Silver’s 53-piece American Bead collection earned the Best Buy distinction in the “Economy” category, due to its impressive construction, classic styling and lightweight feel. The set comes with eight steak knives, which *Consumers Digest* noted is a feature of flatware sets that typically cost at least \$15 more. The International Silver American Bead has a manufacturer’s suggested retail price of \$75 but was found by *Consumers Digest* for \$39.

“Earning two distinctions for Best Buys in Flatware is a testament to the quality, popularity and usability of Mikasa and International Silver,” said Scott Bial, President, Luxury Tabletop & Metals, Lifetime Brands, Inc. “These brands have stood the test of time and it is because our customers recognize the impeccable value they receive, and we are grateful for *Consumers Digest* recognizing these traits and acknowledging them as the ‘Best Buys’ that they indeed are.”

*Consumers Digest* defines its Best Buys as products that deliver exceptional value for a given amount of money based on its combination of eight criteria: performance, ease of use, features, quality of construction, warranty, efficiency, styling, and maintenance and service requirements.

### **About Lifetime Brands**

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](http://www.lifetimebrands.com)