

– Sharpen Knife Blades with Every Use –

Introducing the Sabatier® Edgekeeper® Pro Self-Sharpening Knife Block Set, All-Purpose Shears, and Cutting Board with Built-In Sharpener

Chicago, March 2017 — According to a recent survey, the number one complaint consumers have about their cutlery is that it's difficult to sharpen.* Lifetime Brands, Inc. is solving that problem with new additions to its **Sabatier® Edgekeeper® Collection**, including a Self-Sharpening Knife Block Set, All-Purpose Shears with Edgekeeper Sharpening Sleeve, and an Edgekeeper Cutting Board with Built-In Sharpener.

According to Bob Varakian, Group President, Lifetime Brands, Inc., “Everyone from master chefs to casual cooks knows that sharp knives perform best in the kitchen. But many consumers don't know how to properly sharpen their knives. Edgekeeper® addresses this problem by taking away the guesswork and making it easy for consumers to have sharp knives close at hand. After the successful launch of our Edgekeeper® open stock cutlery with self-sharpening sheaths, a block set was a logical extension. The Sabatier® Edgekeeper® block set includes all of the essential knives a consumer needs with the convenience of self-sharpening at a tremendous value. We are also excited to add an Edgekeeper® Cutting Board and Shears to the collection this year.”

The **Sabatier® All-Purpose Shears with Edgekeeper Sharpening Sleeve** offer an ideal way to keep a sharp cutting tool at hand at all times. Featuring high-carbon stainless steel blades and textured, nonslip handles, these multipurpose shears are perfect for every cutting task from clipping coupons to opening packages. The built-in sharpener in the protective sleeve allows you to sharpen the blades at any time. By simply placing the bottom blade through the sharpener then closing the blades together, both the bottom and top blades are sharpened in one motion. The sleeve also protects the blades when not in use and helps provide safe, secure storage. The All-Purpose Shears with Edgekeeper Sharpening Sleeve have a suggested retail price of \$7.99 at www.Amazon.com and www.Pfaltzgraff.com.



The **Sabatier® Edgekeeper® 11" x 14" Non-Slip Cutting Board** features a convenient knife sharpener built right into the corner of the cutting board. To use it, all you need to do is flip up the sharpener and lock it in place. Then place the heel of the knife blade in the slot, and draw it through. Ceramic rods in the slot are placed at the precise angle to hone the blade's edge and keep it razor sharp. Pass the blade through four to five times to fully sharpen your knife. The dishwasher safe polypropylene board features a reversible cutting surface, nonslip corners for stability, and has a suggested retail price of \$14.99.



The **Sabatier® 12-Piece Edgekeeper® Pro Self-Sharpening Knife Block Set** provides a convenient way to keep knives ultra-sharp and ready for use. The blade edge is automatically sharpened every time the knives are removed or placed back into the block. The Edgekeeper® Block design utilizes integrated ceramic rods to hone the blade's edge, keeping the cutlery at optimal performance. The Edgekeeper Block features five integrated sharpening slots and is made of natural hardwood with a matte black finish. Each knife features an ergonomic, triple-riveted handle. The blades are made of high-carbon stainless steel, which is corrosion and stain resistant. The set includes an 8" Chef, 8" Slicer, 5" Chef with Kullens, 4.5" Fine Edge Utility, 3.5" Parer, six 4.5" Steak Knives, and a storage block for a suggested retail price of \$99.99 at retailers including Amazon.com, Kohls.com, and www.Pfaltzgraff.com.



Sabatier® Edgekeeper® Forged Knives with Self-Sharpening Sheaths are another great solution that addresses the top consumer complaint about cutlery. Each sheath features a built-in sharpener that automatically hones the blade's edge every time you take the knife out or put it back into the sheath. The sheath also protects the knife blade for safe storage. Sabatier® Edgekeeper® Forged Knives with Self-Sharpening Sheaths are available in an 8" Chef, 8" Slicer, 7" Santoku, 6" Chef, 5" Santoku, 4.5" Fine Edge Utility, and 3.5" Parer for \$12.99 to \$19.99 each at online retailers including Amazon, Target, Wayfair, and Pfaltzgraff.

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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.

**Proprietary cutlery research conducted by Cambridge Partners & Associates, October 2016.*