



REGAL WARE, INC. 1675 REIGLE DR. KEWASKUM, WI 53040 USA PHONE: 262-626-2121 FAX: 262-626-8565 www.regalware.com

Contact:	Pat Seitz	Phone: 262-626-8611
	Regal Ware, Inc.	Cell: 262-247-6586
	e-Mail: pseitz@regalware.com	Fax: 262-626-8690

Regal Ware Honored for 100 Years of Manufacturing in Washington County, Wisconsin

Kewaskum, Wisconsin (July 13, 2010) – Regal Ware Worldwide was honored by the Direct Selling Association (DSA) at their Annual Meeting in San Francisco as one of four companies celebrating 100 years or more of service in the Direct Sales industry. The other companies recognized were Southwestern Company (155 years), Avon Products, Inc. (126 years), and Fuller Brush Company (104 years).

Founded in 1945, Regal Ware comes to this distinction as a result of its acquisition of The West Bend Company in 2002. The West Bend Cookware Division of Regal Ware now traces its legacy of manufacturing high-quality cookware in Washington County, Wisconsin back to September 27, 1911. Regal Ware was recently named among the Top 100 Direct Selling Companies in the World.

The Direct Selling Association is the national trade association of the leading firms that manufacture and distribute goods and services sold directly to consumers. Approximately 200 companies are members of the association, including such well-known brand names as Avon, Mary Kay, and Pampered Chef.

About Regal Ware:

Regal Ware is the premier manufacturer of high quality stainless steel cookware in the United States. Driven by innovative engineering and a legacy of quality manufacturing that dates back to 1911, Regal Ware has a philosophy of integrity, dedication, performance and pride. In response to recent trends, Regal Ware is committed to bringing people back to the table again and is doing so through consumer initiatives and product offerings that make cooking easier and more enjoyable. Regal Ware products include stainless steel and cast aluminum cookware available through both the direct selling and retail sales channels; and drinking water treatment systems for the home. For more information on Regal Ware and Regal Ware products, visit www.regalware.com.

~ END ~