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FOR IMMEDIATE RELEASE

Regal Ware to Celebrate 100 Years of USA Manufacturing and Noteworthy Employee Longevity at the “Celebration of a Century!”

Kewaskum, Wisconsin (September 7, 2011) – Celebrating 100 years of manufacturing high-quality cookware in the United States is a noteworthy event in these days of challenging economics and increasing trade deficits. Doing so with 80% of the workforce being employed for 25 years or more is nearly unheard of.

Regal Ware, a privately-held family-run company based in Kewaskum and West Bend, Wisconsin, will be doing just that when they hold their “Celebration of a Century!” on Saturday, September 24 at their manufacturing facility in West Bend, Wisconsin.

Regal Ware has been crafting high quality stainless steel cookware and cast aluminum cookware in the United States since the founding of its West Bend Cookware Division in 1911. Both the “Regal Ware” and “West Bend” brand names can be found in homes throughout the world. Once friendly competitors, Regal Ware acquired the assets of the West Bend Company in 2002. As a result, Regal Ware’s manufacturing history now dates back 100 years. Located just 10 miles apart in rural southeastern Wisconsin, the two manufacturing plants have been drawing on the craftsmanship and expertise of the local community for generations.

In fact, words like “generations” and “family” are central to the company. President and CEO Jeff Reigle is the third generation of the Reigle family to lead Regal Ware. His sons Matthew and Ryan are both engaged in sales positions with the company; his father, James, is Chairman of the Board, and Jeff’s brother, Doug, serves as COO.

But family involvement does not stop there. Among the 400 current employees there are 22 married couples; two sets of twins; at least six families have moms and dads, sons and daughters currently employed; and many more current employees represent the second, third, and even fourth generation of their families to be employed by the company. With more than 80% of the current workforce being part of the company for 25 years or more, Regal Ware is certainly one-of-a-kind in today's USA manufacturing environment.

The unique character of the company has helped Regal Ware to rise to both national and international prominence. Regal Ware products can be found in more than 80 countries around the world.

About Regal Ware Worldwide:

Regal Ware is the premier manufacturer of high quality stainless steel cookware in the United States. Regal Ware's core values of integrity, dedication, performance and pride define the company, its innovative engineering and legacy of quality manufacturing that dates back to 1911.

Regal Ware was recently named among the Top 100 Direct Selling Companies in the World; and in 2010 received the Direct Selling Association's Century Award in recognition of 100 years of manufacturing high quality cookware. Regal Ware was also named the 2010-2011 Business of the Year- large employer category by the West Bend Area Chamber of Commerce. Businesses were evaluated based on stability and growth, economic vitality, customer and client service, employee and volunteer relationships, and community leadership.

In response to recent trends, Regal Ware is committed to bringing people back to the table, 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 visit www.regalware.com; and view our corporate video at <http://www.regalware.com/our-company/corporate-video>.

Regal Ware will be hosting factory tours for the general public as part of their "Celebration of a Century!" on Saturday, September 24 at the Regal Ware manufacturing facility in West Bend, Wisconsin, in recognition of 100 years of manufacturing with its West Bend Cookware division. Regal Ware acquired the assets of The West Bend Company in 2002.

