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FOR IMMEDIATE RELEASE

**Activities Schedule Announced as
Customers Worldwide Gather to Join in Regal Ware's
"Celebration of a Century!"**

Kewaskum, Wisconsin (September 20, 2011) – Customers from as far away as Japan will be joining Regal Ware in celebrating 100 years of making cookware in Washington County, Wisconsin at the "Celebration of a Century!" being held Saturday, September 24 from 11 am – 3 pm at the Regal Ware manufacturing grounds on Schmidt Road in West Bend. 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.

Activities scheduled for the day include:

- Free factory tours
- Free live music by Maple Road
- Free drawings for cookware (must be present to win)
- Free car show featuring cars from each decade 1910-present
- Free entertainment by Ballet Folklorico Mexico en la Piel
- Free games for all ages
- Free pony rides and bounce-houses for the kids
- Free historic union memorabilia display
- Free admission to the West Bend Co/Regal Ware Historic Museum
- Clowns
- Face painting
- Hot air balloon (weather permitting)
- Food & beverage available for purchase; proceeds to benefit the Student Ministries of the Christian Life Assembly of God
- A brief program will be held at 1:00 p.m. featuring a variety of speakers representing Regal Ware, local and state government, the Direct

Selling Association, the Cookware Manufacturers' Association, and local and international union officials.

West Bend Police Explorers Post 9911 will be assisting in parking and traffic control at the Schmidt Road facility the day of the event.

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.

