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FOR IMMEDIATE RELEASE

**Regal Ware's Saladmaster® Division Named
Most Outstanding Direct Selling Company in United Kingdom**

Kewaskum, Wisconsin (May 30, 2014) – Saladmaster®, an international nutritional cooking systems company, has won the Excellence Award at the annual United Kingdom Direct Selling Association (DSA) Awards held in Northamptonshire on Thursday, May 15, 2014. In April of 2014, members of the award-winning United Kingdom dealership were among those who visited the Regal Ware manufacturing facility in West Bend, Wisconsin.

The DSA is the United Kingdom's only trade body for the thriving direct selling sector. Direct selling is where goods are sold direct to customers outside of a fixed retail environment. Over 400,000 people are involved with direct selling in the United Kingdom alone making it the largest provider of part-time earning opportunities.

Saladmaster® has seen an unprecedented level of growth in the UK over the last year, growing more than 40% compared to 2012. Saladmaster® beat fellow finalists Herbalife and Forever Living Products to be named the best direct selling company in the UK.

Lynda Mills, Director of the Direct Selling Association says, "Saladmaster® is growing fast while maintaining a strong company ethos and offering a great opportunity for direct sellers. It's an outstanding company and one which I'm very proud to see win this award."

Saladmaster®, a division of Regal Ware Worldwide™, is headquartered in Arlington, TX. Saladmaster® premium quality cookware is manufactured in the U.S.A. from U.S.A. and Swiss steel manufacturers of 316Ti titanium stainless steel metals produced exclusively for Saladmaster®.

Saladmaster® products are sold exclusively through independent authorized dealerships located in more than 40 countries around the world. To learn more about Saladmaster®, visit www.saladmaster.com.

About Regal Ware Worldwide:

Regal Ware is the premier direct seller and manufacturer of high quality stainless steel cookware and cast aluminum 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 products are available direct-to-the-consumer through independent distributors worldwide. For more information visit www.regalware.com; and view our corporate video at <http://www.regalware.com/our-company/corporate-video>.

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