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Regal Ware Production Segment to Air on Discovery Channel

Kewaskum, WI (September 24, 2009) – Production of Regal Ware’s Kitchen Fair® brand cookware will be featured Friday, October 2 on the Discovery Channel’s new show, “Factory Made.” The segment is scheduled to air during one of the two shows to be broadcast that evening, at 7:00 p.m. and 7:30 p.m. Central time.

In June of this year the Discovery Channel crew spent a full day filming the start-to-finish production of Kitchen Fair® cast aluminum cookware at Regal Ware’s Kewaskum, Wisconsin facility. Independent distributors sell the Kitchen Fair® line direct to the consumer via in-home sales.

One of the more challenging segments of filming focused on the foundry where aluminum bars are melted in preparation for the casting process. “It will be interesting to see how that translates in the final editing of the program,” said Jeff Reigle, President and CEO of Regal Ware. “We take a great deal of pride in making these products in the USA, and are pleased that more people will know about Regal Ware and our quality Kitchen Fair® line as a result of this Discovery Channel program.”

The Discovery Channel crew spent a second day in June taping the steps involved to manufacture American Kitchen™ stainless steel cookware, a new retail line introduced by Regal Ware. The American Kitchen™ line was recently awarded the 2009 Award of Excellence in the category of Cookware: Enamel on Steel by *Home Furnishing News*, a trade publication targeted to buyers and senior executives at both the retail and supplier levels. The American Kitchen™ cookware line is manufactured in the company’s West Bend, Wisconsin manufacturing plant. That segment will be scheduled to air on the Discovery Channel later this season.

About Regal Ware Worldwide:

Headquartered in Kewaskum, Wisconsin, Regal Ware Worldwide is the premier manufacturer of high quality stainless steel cookware in the United States. Driven by innovative engineering and a legacy of quality that dates back to 1911, Regal Ware remains committed to the philosophy of integrity, dedication, performance and pride. Regal Ware’s product offerings include stainless steel cookware and cast aluminum cookware available through both the direct selling and retail sales channels; and drinking water treatment systems for the home. Regal Ware products are proudly made in the USA at manufacturing facilities located in West Bend and Kewaskum, Wisconsin. For more information on Regal Ware visit www.regalware.com.