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**FOR IMMEDIATE RELEASE**

**Regal Ware Named Business of the Year  
by West Bend Area Chamber of Commerce**

**Kewaskum, Wisconsin (October 14, 2010)** – Regal Ware Worldwide, headquartered in Kewaskum, Wisconsin, was named 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. The award was presented October 13 at the chamber's annual meeting.

“I am honored to accept this award on behalf of all of the employees, both past and present, whose dedication has been instrumental to our company's success,” said Jeff Reigle, President & CEO of Regal Ware. “We take pride in continuing to manufacture nearly all of our products in the United States, primarily here in West Bend and Kewaskum, Wisconsin. When my grandfather founded the company, his vision was to build wealth in this country and in this community, and my father expanded on that vision. Now that we are facing challenging times, it's important that we keep those opportunities here.”

**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.

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](http://www.regalware.com); and view our corporate video at <http://www.regalware.com/our-company/corporate-video>.