



REGAL WARE, INC. 1675 REIGLE DR. KEWASKUM, WI 53040 USA PHONE: 262-626-2121 FAX: 262-626-8565 www.regalware.com

For more information:

Pat Seitz
262-626-8611 (office)
262-247-6586 (cell)
pseitz@regalware.com

FOR IMMEDIATE RELEASE

**Regal Ware Division Recognized in
Inaugural Code of Ethics Communication Initiative**

Kewaskum, Wisconsin (September 9, 2010) - The Saladmaster division of Regal Ware, Inc. was recently recognized by the Direct Selling Association (DSA) in that organization's inaugural Code of Ethics Communication Initiative.

DSA began the program to recognize member companies who exhibit and promote the Direct Selling Association's Code of Ethics to its field sales force and to the general public. Member companies pledge to abide by the code's standards and procedures as a condition of admission and continuing membership in DSA. The code is enforced by an independent code administrator who is not connected with any member company.

"We are honored to be recognized as a member of this inaugural initiative," said Jeff Reigle, President & CEO of Regal Ware. "We are deeply committed to adherence to the DSA Code of Ethics by our independent sales force members as an extension of our own corporate values of integrity, dedication, performance, and pride."

Links to the DSA Code of Ethics are prominent on both the Saladmaster website (www.saladmaster.com) and the Regal Ware website (www.regalware.com).

About Saladmaster:

Saladmaster® cookware features 316Ti stainless steel in its construction. All Saladmaster® products are sold exclusively through independent sales consultants. To learn more visit www.saladmaster.com.

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