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FOR IMMEDIATE RELEASE

**Regal Ware to Host Customers from 15 Countries
for Special Manufacturing Plant Tour**

Kewaskum, Wisconsin (April 29, 2011) - More than 250 people from 15 countries will tour Regal Ware's Schmidt Road manufacturing plant in West Bend on Wednesday, May 4 as part of Saladmaster's International Dealer Meeting being held May 3-6. Australia, Bahamas, Canada, Colombia, Guatemala, Indonesia, Ireland, Jamaica, Korea, Norway, Panama, Philippines, Spain, United Kingdom, and the USA will be represented.

Saladmaster is a division of Regal Ware, and Regal Ware manufactures all Saladmaster cookware at the West Bend facility. Saladmaster cookware is sold exclusively through independent dealers worldwide through in-home product and cooking demonstrations.

In addition to the tour in West Bend, meetings will be held in Milwaukee with a variety of training and education modules including speeches by fitness/nutrition expert and Saladmaster cookware owner Kathy Smith; and gardening expert, TV host, author, columnist, and Saladmaster cookware owner Melinda Myers. The theme of the 3-day event is "Build Your Organization and Let Your Organization Build Your Business."

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>.

Regal Ware will be hosting factory tours for the general public on Saturday, September 24 in recognition of 100 years of manufacturing in Wisconsin with its West Bend Cookware division. Regal Ware acquired the assets of The West Bend Company in 2002.

