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## Regal Ware Among Top 100 Direct Selling Companies in the World

**Kewaskum, Wisconsin (June 28, 2010)** – Regal Ware Worldwide has been named among the top 100 Direct Selling Companies in the World according to the June 2010 issue of *Direct Selling News*. In achieving this distinction the Kewaskum, Wisconsin-based company joins such well-known companies as Avon, Mary Kay, and Pampered Chef.

Direct Selling is the sale of a consumer product or service, person-to-person, away from a fixed retail location, marketed through independent sales representatives who are sometimes also referred to as consultants or distributors. Regal Ware has been selling products via the Direct Selling channel since its founding. Regal Ware products currently sold via the Direct Selling channel include brand names such as Saladmaster<sup>®</sup>, Kitchen Fair<sup>®</sup>, Lifetime<sup>®</sup>, Classica<sup>®</sup>, and Royal Queen<sup>®</sup>.

“Appearing in the DSN Global 100 at any rank is no small accomplishment, especially during a challenging economic climate worldwide,” said John Fleming, Publisher and Editor-in-Chief of *Direct Selling News* in a letter addressed to the company. “Your achievement is a testament to the dedication and hard work of your home office team and the commitment and enthusiasm of your independent salesforce.”

*Direct Selling News* serves executives in the direct selling industry and is designed to help top decision makers grow and manage their businesses.

### **About Regal Ware:**

Regal Ware is the premier manufacturer of high quality stainless steel cookware in the United States. Driven by innovative engineering and a legacy of quality manufacturing that dates back to 1911, Regal Ware has a philosophy of integrity, dedication, performance and pride. In response to recent trends, Regal Ware is committed to bringing people back to the table again 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 on Regal Ware and Regal Ware products, visit [www.regalware.com](http://www.regalware.com).

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