

For Immediate Release

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Breville Die-Cast Espresso Machine Voted “Best in Category”

NEW YORK (January 31, 2006) — A 2006 Housewares Design Award was awarded today to Breville for its Die-Cast Espresso Machine. Judges selected Housewares Design Awards finalists based on design criteria that differentiates a product with unique appearance or function. The judges considered appropriate aesthetics; innovative materials and technology; user benefits and market response. The Breville Espresso Machine was voted “Best in Category”.

The Housewares Design Award is organized by the *International Housewares Association*, the leading trade organization for the housewares profession and the HomeWorld Business.

Breville was launched in the US at the International Home & Housewares Show in 2003. “We saw the U.S. as a niche market with too many established brands to compete with head-to-head, but after the reaction from larger retailers, it was obvious that there was a place for Breville as a major player in the kitchen appliance market,” says Scott Brady, VP of Sales & Marketing. Today, the continued focus on performance and design rather than short term profit has once again proven to be successful.

Breville is a maker of high end kitchen electric appliance. Its products are sold at department stores and housewares specialty stores.