



FOR IMMEDIATE RELEASE

Breville introduces the world's first active arm citrus press.
Featuring the revolutionary, patented Quadrafin® juicing cone.

Los Angeles, CA – (September 19, 2005) – Breville - the Sydney (Australia) based global leader in kitchen appliance design, and inventor of the wide feed tube juice extractor, has revolutionized the way people experience fresh juice with the introduction of their breakthrough active arm citrus press, the **Breville Die-Cast Citrus Press** (model 800CPXL).

“With the patented Quadrafin® juicing cone the Die-Cast Citrus Press can juice ½ an orange in 4 seconds and one orange is enough for a 4 oz. glass because of the cone’s high yield.” said Scott Brady VP of Sales and Marketing for Breville USA “The ultra-quiet motor is great for the morning hours when everyone might not be up yet”.

The patented die-cast aluminum Quadrafin® juicing cone sets a new standard for efficiency by juicing any size of citrus fruit from diminutive limes to the largest of grapefruits without the need for switching cones.

Active Arm® technology offers the user an entirely new juicing experience by perfectly aligning the center of the fruit over the point on the tip of the cone to maximize the amount of juice you squeeze from each fruit, often leaving the inside of the peel white because all of the pith is reamed out. The ergonomic angle of the arm and soft touch rubber grip on the handle provides a sure grip at an angle while it powers down the fruit over the cone.

The uniquely shaped body in a timeless look is brushed cast metal so it will last a lifetime. The ultra-quiet motor has a 5 year warranty. Included are two stainless steel juicing filters that give the user control over the amount of pulp in the juice to their exacting tastes. The drip stop juice spout and removable fruit dome are dishwasher safe ensuring an easy, no mess clean-up.

Availability

Suggested retail price is \$199.99.

The citrus press is available at Williams-Sonoma, along with select Macy's and Dillard's locations nationwide.

About Breville

Breville was founded in 1932 in Sydney, Australia and has become a worldwide leader in home appliances by taking a unique approach to design that focuses on the user experience. With over 90 patents registered globally, Breville manufactures more than 220 products worldwide. Breville has received worldwide design recognition from the New York Housewares Design Awards, to the Australian Engineering Awards, and a recent German GUT number 1 rating. Among its innovations include the World's first scissor action sandwich press, the world's first indoor health grill, the world's first juicer to juice whole fruit, and the world's first active arm citrus press. In the United States, Breville is sold at specialty and department stores. Additional information about Breville and its award winning products can be found at www.breville.com.”

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