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**Breville Unveils Two New Innovative Products
at the International Home and Housewares Show**

ikon Grill With Removable Plates Allows for Quick-and-Easy Clean Up

ikon Juicer Maximizes Yield Through Revolutionary

Five-Speed Juicing System

LOS ANGELES (March 11, 2007) – Breville, the award-winning countertop appliance company, will debut two new products, the removable-plate ikon Grill (BGR400XL) and the ikon Five-Speed Juice Fountain (BJE510XL) at the International Home and Housewares Show (booth L12526). Designed for the home chef, these new products blend the performance of professional-grade kitchen appliances with practical features, making them ideal for the home gourmet. Breville Director of Innovation Richard Hoare will be on site to demo these breakthrough products and the rest of the Breville line. In addition to viewing the new products, attendees who visit the booth can enter to WIN an entire Breville kitchen!

Launching in May, the ikon Juicer is the only juicer on the market to offer five speeds optimized for different fruits, guaranteeing users the highest yield possible with every use. Additionally, with the ability to juice whole fruits and a dishwasher-safe blade system, Breville's ikon series makes juicing so easy that home gourmets can enjoy the benefits of fresh juice everyday.

“With our new juicer, we’ve taken the guess work out of juicing by creating an easy-to-read control panel that displays what speed should be used for each type of fruit.” Hoare then further asserts, “Whether it’s hard carrots or delicate berries, the ikon Juice Fountain has a setting to get the job done.”

Breville's ikon Grill will follow into the retailer stores this summer and has interchangeable flat and griddle plates so that home chefs can use the ikon to grill steaks or make pancakes! With its innovative design, the ikon Grill has a powerful 1800 watt heating system that can cook foods 50 percent faster than traditional grills. Slightly smaller than Breville's die-cast series grill, the BGR400XL is ideal for smaller kitchens where countertop real estate is at a premium without compromising the power of a larger model. The ikon also "locks" in the closed position, so that it can be stored on its side to minimize storage space.

"With each product Breville develops, our design team looks to provide practical solutions to common kitchen problems," says Hoare. "With our new ikon Grill, Breville has improved upon our revolutionary quantanium non-stick surface by introducing removable, dishwasher-safe plates making clean-up even easier. This new grill exemplifies how Breville's team is constantly improving upon its designs to bring innovations to our customers."

At Breville, practical innovation drives all product development. The new ikon Grill and ikon Juice Fountain provide the home cook with the following innovative and intuitive features:

BGR400XL ikon Grill

- Inter-changeable flat and ribbed plates
- Powerful 1800 watt heating system cooks food 50 percent faster than traditional grills
- Variable temperature control
- Adjustable height control with floating hinge top plate (ideal for cooking delicate fish or cheese melts)
- Stainless steel exterior
- Heavy duty Die-cast arms

- Dishwasher safe plates
- Available in stores: August 2007
- MSRP: \$149.99

BJE510XL ikon Five-Speed Juice Fountain

- Five speed functionality to maximize yield
- Patented 3-inch center feeding tube for juicing whole fruit
- Easy to read, blue backlit control panel with fruit choices
- Soft touch control knobs
- Patented center knife blade assembly speeds up extraction time
- Custom cleaning brush
- Stainless steel micro-mesh filter
- Dishwasher safe
- Available in stores: May 2007
- MSRP: \$249.99

Both products will be available through preferred Breville retailers and through the Breville online store at www.brevilleusa.com.

About Breville:

Breville was founded in 1932 in Sydney, Australia and has become a worldwide leader in home appliances. 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 that juices the 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 awards winning products can be found at www.brevilleusa.com.

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