

Chef'n Switchit 2.0

Chef'n launches thinner, more flexible versions of its popular Switchit™

Seattle, WA – The Chef'n Corporation introduces the Switchit™ Flex collection, a line of extra flexible precision spatula-turners inspired by the company's award-winning Switchit™ spatulas.

Switchit™ Flex to save the day! Thick and rigid spatulas spell disaster for delicate foods such as crepes, sliced vegetables and temperamental sauces. Designed for precision cooking the three styles of Switchit™ Flex all feature ultra thin and flexible edges that slide easily underneath and around foods. And in true Chef'n form, the Switchit™ Flex Wide, Switchit™ Flex Thin and Switchit™ Flex Spoon all feature dual-ends, and are made of 650°F (340°C) heat- and stain-resistant silicone.

Are you an egg, pancake and bacon fan? Reach for the Switchit™ Flex Thin. If sautéed shrimp and vegetables are on the menu tonight, we recommend the Switchit™ Flex Wide. For sauces, pastas and even batters, the Switchit™ Flex Spoon is your best bet. Of course, owning all three is ideal – that way you're prepared for everything. Just saying.

Safe for nonstick cookware. Top-rack dishwasher safe.

Available in four colors, Boysenberry, Radicchio, Rock Candy and Black. The Switchit™ Flex Wide, Switchit™ Flex Thin and Switchit™ Flex Spoon will retail for \$9.99 each beginning in Spring 2010.

About Chef'n Corporation

Since being founded in 1982, Chef'n has become a housewares leader by creating fun and innovative products. Headquartered in Seattle, WA, Chef'n boasts an in-house product design team headed by David Holcomb, the company's founder and CEO. The Chef'n product line includes international favorites such as the PepperBall®, the PalmPeeler™ and the SleekStor™ Collection. The Chef'n logo, name and all products and product names mentioned in this release are the property of Chef'n Corporation.

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