

For Immediate Release

Kitchen Line with Wellness Focus

Healthy Steps Kitchen Gadget Line Steps into Healthy Eating

CARROLLTON, TX — February 1, 2010 — Jokari will introduce an entirely new concept in kitchen gadgets at the 2010 International Housewares Show, held March 14-16th, Booth N6109. The line, billed as Healthy Steps™, helps consumers control portions without counting calories or weighing foods, and speeds prep and clean up time in the kitchen by creating synergies between multiple tools used for single tasks.

The Healthy Steps gadget line includes 24 products that range in price from \$2.99-\$12.99. Notable products in the line include a Portion Control Dressing Lid that fits directly onto store bought dressing which dispenses one serving of salad dressing at a time and a MultiUse Avocado Tool for cutting, pitting, slicing, scooping and mashing – all on one tool! Other portion control products in the line offer consumers' easy ways to serve single servings of ice cream, butter, pasta, starches and more. It is an entirely new way to look at eating healthier at home.

Also offered with the Healthy Steps line are recipes, included on every package, and plenty of nutritional website resources along with a social community on www.MyHealthySteps.com

Founded in 1974, Jokari/US, Inc is the leader in creating innovative products for the home and beyond. The company offers a wide range of mostly patented products designed to simplify everyday tasks, create storage solutions, and extend the life of common household products such as carbonated beverages and wine.

For more information, press only:

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For more information on Jokari Products:

www.Jokari.com

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