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NEW JAMIE OLIVER FLAVOUR SHAKER GETS A GRIP FROM NEW TPE MATERIALS

FARNBOROUGH, UK (February 23, 2007)– For the first time, Jamie Oliver of The Naked Chef TV show, has transferred his skills from the kitchen to the drawing board. Together with William Levene, one of the world’s leading designers and marketers of kitchen products, Oliver has created a groundbreaking new product called the Jamie Oliver Flavour Shaker™. And backed by a £1,000,000 marketing campaign to build sales, this “destined for success” product is truly a ‘world’ product, based on the persons and companies involved:

- Jamie Oliver, renowned British chef, who came up with the idea
- William Levene Ltd., acknowledged European leader in kitchenware products which helped design and manufactures the new product, and
- GLS International, a subsidiary of GLS Corp. of McHenry, Ill., USA, along with GE Plastics, whose products comprise its manufacture, and contribute to its use and appeal.

Special Note: The Naked Chef, of course, refers to the food being naked, i.e. stripping the food down to its barest essentials and not the chef. Jamie Oliver is noted, among other things for his television show, The Naked Chef, various books and other endeavors, among them Jamie’s Kitchen and Oliver’s Twist. His reputation and influence span the globe.

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“When Oliver and his people approached us with the idea for their Flavour Shaker, we naturally were impressed. It was a unique concept for a very likeable product, backed by a very-much-admired culinary luminary. We’re told that Jamie and his associates picked us for the final design and production because of our reputation and successes with related products,” said Martin Moore, the purchasing and supply manager of William Levene Ltd.

Sources with Oliver and Levene note that the Flavour Shaker is a modern, handheld, plastic “shaker” with a ceramic ball inside which is designed to crush, grind, pulverize, base, bruise, mix and release (sic) flavours from whole spices, herbs, garlic, nuts, citrus zest or even lime or bay leaves and much more (including liquids). The patented design comprises a two-part container: a shell of GE Plastics Xylex clear polycarbonate/polyester clear, high impact alloy onto which is overmolded a two-piece black grip surface made of GLS’ Versollan ® thermoplastic elastomers (TPE).

John Simons, business development manager of GLS International reports that although there are many TPE firms in the EU, and several were considered by William Levene designers, they quickly determined that the TPEs they first looked at, save those from GLS, would not pass the stringent dishwashing and staining resistance required of the product.

“Further, the GLS Versollan TPE, developed in the United States by GLS polymer technicians, provided an excellent bond to the Xylex material during the injection molding process. Benefits also included good grip with a tacky feel, excellent processing, soft touch and generally, a ‘good feel.’ The TPE material also adds to the shelf and visual appeal of the product as well as contributes to its safety in the kitchen to lessen the possibility of it slipping out of a cook’s hands,” said John Simons, from the company’s European headquarters in The Netherlands.

The units are being manufactured offshore in Asia on 120-ton injection molding machines in multi-cavity co-injection molds. Thus, the product takes advantage of today’s shrinking mould, with design, materials and molding being accomplished by companies around the globe.

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“We were delighted that Jamie chose our firm as a partner for his first product innovation; and we were especially pleased to locate the ideal materials from GLS and GE. We are so confident that the Jamie Oliver Flavour Shaker has mass consumer appeal that we are putting significant emphasis on TV advertising and other promotions for the product,” said Nick Cornwell, managing director of William Levene Ltd.

“The Flavour Shaker is really a fun way to add great flavour to food. It’s quick. It’s fresh. It’s easy. It’s handy and very, very attractive as well. This product is going to transform an everyday meal into something fantastic. Go, on, give it a bash!” said Jamie Oliver.

For more information on:

- the Flavour Shaker, contact: William Levene Ltd., (Bridge House, Eelmoor Road, Farnborough, Hampshire, England GU14 7UE Tel: +44 (1252) 522322 Fax: +44 (1252) 522542 Web Site: williamlevene.com E-mail: <mailto:Grace@williamlevene.com>)
- TPE’s for consumer good applications, GLS International Inc., Handelscentrum Oudenbosch Bosschendijk 193, unit 020, 4731 DD Oudenbosch, The Netherlands. Tel: +31 (0) 165 331 293. Fax: +31 (0) 165 331 296. E-mail: europe@glscorp.com. Web: www.glscorp.com

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VERSALLOY is a DSM - GLS alliance product; the name VERSALLOY is a trademark of GLS Corporation.

VERSOLLAN is a trademark of GLS and contains high performance thermoplastic urethanes.

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PHOTO CAPTION #1



PHOTO CAPTION #2

PHOTO CAPTION

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PHOTO CAPTION #1 - For the first time, popular Jamie Oliver of The Naked Chef TV show renown, has transferred his skills from the kitchen to the drawing board. Together with William Levene, one of the world's leading designers and marketers of kitchen products, Mr. Oliver has created a groundbreaking new product called the Jamie Oliver Flavour Shaker™.

PHOTO CAPTION #2 - The patented design comprises a two-part container (shell of GE Plastics Xylex clear polycarbonate/polyester clear, high impact alloy onto which is overmolded a two-piece black grip surface made of GLS' Versollan® thermoplastic elastomer, or TPE).

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