

Harold Import Company, Inc.

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Harold Signs Agreement with Lékué of Spain

APRIL 30, 2003 — Harold Import Company has reached an agreement with Lékué of Spain to distribute their flexible silicone bakeware and ice cube trays to the US retail market. Lékué uses a platinum silicone process versus the peroxide silicone process used by certain non-European manufacturers of silicone bakeware. The platinum silicone process removes all residues from the product. Peroxide silicone has a variable percentage of peroxides still present after manufacturing that may affect taste and odor. Lékué's sophisticated manufacturing techniques allow them to use the more expensive platinum silicone and still offer pricing that is at or below the peroxide silicone product. This combination of quality and pricing has allowed Lékué to become the world's largest seller of flexible silicone bakeware. The initial HIC assortment will include:

- Heart Flex Ice Cube Tray
- Dolphin Flex Ice Cube Tray
- Stars Flex Ice Cube Tray
- Penguin Flex Ice Cube Tray
- Seal Flex Ice Cube Tray
- Shell Flex Ice Cube Tray
- Pyramid
- Semi-Sphere (Dome)
- Standard Tartelette
- Madeline
- Briochette Pan
- Mini Cake Pan
- Mini Madeline Pan
- 6 Cup Muffin Pan
- 12 Cup Mini Muffin
- 9.5" Loaf Pan
- 9" Cake Pan
- Deep Fluted Pan
- 11" Loaf Pan
- Heart Pan

SRPs range from \$11.99 to \$14.99

For more information, contact: Harold Import Company, Inc.

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