



CONTACT: Erin Conn Debra Kanter
 Burson-Marsteller Burson-Marsteller
 312-596-3465 312-596-3484
 Erin.Conn@bm.com Debra.Kanter@bm.com

NEW Black & Decker® SPACEMAKER™ LINES CREATE SOLUTIONS TO SAVE SPACE

Black & Decker® SPACEMAKER™ Lines Revamped to Include More Choices and Additional Features

Miramar, FL, October 28, 2008 – The kitchen is the heart of every home – big or small; it’s where all the action happens and to where the family gravitates. Yet, millions of families – especially those with *limited* kitchen space – are faced with the untimely chore of creating and maintaining a clutter-free kitchen. From décor to dishware to cooking appliances, the counter-top is often left in chaos – leaving no space for actual cooking. The makers of the Black & Decker® SPACEMAKER™ lines are well aware of this challenge and have re-designed the SPACEMAKER™ line, now offering two new lines of under-the-cabinet appliances that offer space-saving solutions to consumers. The new lines allow consumers to regain the intended utility of their kitchen space, while making it aesthetically pleasing.

To help clear away the counter clutter, Black & Decker SPACEMAKER appliances now offer two very different looks – the SPACEMAKER Plus Line and SPACEMAKER Traditional Line. The new Save-A-Plug™ feature, which is available on the SPACEMAKER coffeemaker and the toaster oven, allows all four appliances to occupy only one wall outlet; and the cord management system eliminates excess appliance cords by inserting excess cord into a channel on the back of the unit preventing unsightly cords from hanging. The full lines include a coffeemaker, mini food processor/grinder, can opener/knife sharpener and toaster oven. Each product is sold separately to give consumers the freedom to choose the products they want and need in their kitchen.

“Black & Decker SPACEMAKER appliances provide a quick, efficient and cost-effective way to remodel your kitchen, eliminating counter-top clutter and incorporating more organization into your life – and home,” said Carmen E. Garcia, Black & Decker brand portfolio manager for Applica. “SPACEMAKER appliances make it easy to get the most effective use out of your space, while allowing you to mix and match appliances that cater to your wants and needs in the kitchen.”

Experience the SPACEMAKER Difference: www.bdspacemaker.com

Along with the launch of the revamped line of space-saving products from Black & Decker comes a new Web site: www.bdspacemaker.com. Complete with Feng Shui advice for your kitchen and a Counter Space Calculator, the

new site includes five separate experience sections that help consumers select the appliances that fit themselves and their kitchens best:

- Kitchen with SPACEMAKER – This practical interactive tool allows a mix and match of colors and finishes for kitchen décor and appliances to help choose and plan for a variety of taste preferences.
- Counter Space Calculator – The calculator feature allows counter-top measurements to be inserted to determine how many SPACEMAKER appliances can be installed and how much space it will save.
- How to Install SPACEMAKER Appliances – This section offers detailed easy step-by-step explanations with graphics for installation.
- Before and After Gallery – The gallery allows a glance at the dramatic difference that SPACEMAKER units make in a countertop. Select a kitchen style and see what the counter looks like before and after SPACEMAKER.
- Feng Shui Tips – SPACEMAKER appliances provide a positive energy in the kitchen, and this section gives advice on how to have an organized and Zen kitchen.

Black & Decker® SPACEMAKER Appliance Features

Along with appliances to match the most popular colors and looks of your other kitchen appliances including black, white and black with stainless, the new SPACEMAKER Plus and SPACEMAKER Traditional lines include the following features:

- Coffeemaker: Save-A-Plug™ Outlet, Sneak-A-Cup® interrupt feature, auto shut off, simplified programming
- Mini Food Processor/Grinder: 2 different removable blades and containers, pulse control
- Can Opener: Bottle opener, knife sharpener, bag cutter, swing open door
- Toaster Oven: Save-A-Plug™ Outlet, Large 9" pizza capacity, simple easy-to-use controls

The SPACEMAKER lines are available now at Target, K-mart and Sears in the United States and will be available in 2009 at Bed, Bath and Beyond in the United States and Sears and Canadian Tire in Canada.

About Applica

Based in Miramar, Florida, Applica and its subsidiaries are marketers and distributors of a broad range of small household appliances. Applica offers high-quality kitchen and home products, including well-known and tenured company-owned brand names – LitterMaid, InfraWave, Gizmo® and Lids Off® – and licensed brand names** – Black & Decker® and SPACEMAKER®. Applica has recently added to its portfolio of brands. At the end of 2007, Applica joined with Salton Inc and added to its portfolio amazing brands like George Foreman®, Farberware®, Breadman®, Juiceman®, Russell Hobbs® and Toastmaster®. Applica's customers include mass merchandisers, specialty retailers and appliance distributors in North America, Latin America and the Caribbean. Domestically, Applica, with its line of Black & Decker®, Farberware® and George Foreman® labeled products, holds a No. 1 market position in several product categories, including toaster ovens, percolators, contact grills and irons.

***Black & Decker is a trademark of The Black & Decker Corporation, Towson, MD. SPACEMAKER is a trademark of General Electric Company, USA.*