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NEWS RELEASE

Cuisipro® Snap-Fit Popsicle Molds

Markham, ON --- February 2011 --- Store-bought frozen pops just can't match the flavour and freshness of homemade frozen pops. Cuisipro® has created three Snap-Fit Pop Molds that make it easy to create frozen pops for a party or for just one person. The compact Snap-Fit Pop Molds smoothly snap together to place into the freezer, to serve and to store. Made of a durable plastic the Snap-Fit Pops withstand change of temperatures and unmold with ease. They are dishwasher safe and won't rust or bend out of shape.

The sticks are integrated into the design of the sailboat, robot and rocket pops eliminating the need for wood sticks. The Robot stick is shaped like a wrench on the bottom half and gears on the top half, the Rocket stick like a rocket fire on the bottom half and an astronaut on the top half and the Sailboat stick like a keel on the bottom and a mast on the top half. As the pop is eaten, the shape is revealed.

Homemade frozen pops give choices. They can be sweet or sugar-free, zesty or tart, simple or exotic. Cuisipro's leak-free molds make it easy and mess free so kids of all ages can create any flavors they want by mixing juices, adding candied citrus peels or chunks of fruits or layering in yogurt, pudding, ice cream or jelly. These molds eliminate the sticky mess with drip catching handles and a base that stays level and secure in the freezer. The sailboat, robot and rocket Snap-Fit Pop Molds each make six pops.

Cuisipro is passionate about bringing the latest in innovation and design directly to consumers. Cuisipro firmly stands behind its product with a 25-year warranty.

Retail price for the Popsicle Molds is \$9.99 for a set of 6.

Look for Cuisipro® products in specialty kitchen stores nationwide. To find their closest retailer, consumers can call Browne toll-free at 866-306-3672 or visit www.cuisipro.com for more product information.

About Browne Retail: Browne & Co. Retail Division is the exclusive Canadian distributor of high quality kitchen and giftware: Arc/Luminarc/Chef & Sommelier, Berard, CDN Timers & Thermometers, Cuisipro, Dreamfarm, Emile Henry, Global Knives, Kasumi Knives, Kitchen Grips, Mosa Whippers, Proteak, Pulltex and William Bounds Mills.

