



News Release

FOR IMMEDIATE RELEASE:

Escali Primo Scales receive Seal of Approval from the Cooking Club of America

Minneapolis, MN (October 20, 2005)

The Cooking Club of America today announced that the Escali Primo Digital Scales are awarded their Kitchen Tested Seal of Approval. The Primo Scale was proven to be an economically priced high quality multifunctional digital scale.

The Cooking Club of America is a National Cooking Club with 500,000 members. Their passion for cooking is so intense that they have joined a National Club for active cooks. The Primo Scale was reviewed by a group of 135 members who rigorously test products in a variety of applications.

The Escali Primo scale was the first and only digital scale that the Cooking Club of America has tested and approved. A total of 98% of testers recommends the scale and gave it an overall rating of 9.0 on a scale of 10. The Primo was rated on ten different criteria such as performance and uniqueness. The group of testers was especially pleased with the Primo's ease of use, accuracy and performance.

"This is very exciting" said Theo Prins, President with Escali Digital Scales. "The fact that a club with such a large group of active cooks gives a very high rating to our scale means a lot to us. It is the best confirmation you can get, that we manufacture an excellent product at a great price point."

About Escali Digital Scales:

Headquartered in Minneapolis USA, Escali is a leading developer, manufacturer and supplier of Digital Scales. Escali offers an extensive assortment of digital scales ranging from industrial counting and shipping scales to multifunctional kitchen scales. Escali has a high reputation for providing quality products at an affordable price, backed by an unprecedented customer and distributor support.

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