

FOR IMMEDIATE RELEASE

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2012 Brings over 55 New Products to the MÜkitchen Line — a True Showcase of Style and Innovation.

Clean with Style

At MÜkitchen, we are all about superlative style with impeccable quality. Every single one of our products reflects these traits. We work tirelessly year-round -- forecasting trends, designing patterns and products and then manufacturing the products with strict quality standards. 2012 is shaping up to be an exciting year for MÜkitchen and we are happy to offer over 55 new products to our existing line.

A few of the hot new products from MÜkitchen for 2012:

Super Durable Cleaning Stick:

An ergonomic crystal clear handle is topped with a built-in scraper and tough bristles in one of 4 MÜ colors – Indigo, Grass, Orange or Eggplant. Each Cleaning Stick for 2012 comes with a free Suction Sink Holster for extra added value. The Cleaning Sticks come ready to sell in an eye-catching easy to set up 16-unit counter display for quick delivery to the sales floor. *(retail price \$7.99 ea)*

City Collection Fashion Apron and Towel Sets:

Our two new “Onion” and “Mushroom” aprons feature fun original designer illustrations and patterns. Coordinating oven mitts are also available to complete the story. Both 100% cotton aprons have a clever button detail that allows the customer to detach and launder the matching kitchen towel from the apron. Style meets function once again! *(retail price \$22.99/set)*

City Collection Fashion Aprons:

Our new “Anima” and “Polperro” 100% cotton aprons are the launch of a completely new silhouette for MÜ in 2012. These aprons have a detailed bib front with up to 8 coordinating fabric patterns on each apron. Trend-right with designer style, they also have roomy pockets and a lighter-weight soft feel to make them an instant customer favorite. *(retail price \$19.99 ea)*

Silicone & Cotton Combined Oven Mitts and Potholders:

100% Quilted Cotton protects hands from the heat, while the permanently fused 100% Silicone MÜ pattern contact area tightens grip for a new kitchen favorite. Our new mitts and potholders come in 3 hand-happy colors – “Edamame”, “Pepper Red” and “Lemon Drop”. *(retail price potholder \$6.50 ea, mitt \$9.99 ea)*

miniMÜ Aprons:

Why should the grown-ups have all the fun? Our two new miniMÜ aprons for 2012 are great for kid-size cooking and crafting. “Double Delight” has cute ice cream details and embellishments, and a front flap pocket. “Surfin’ Lizard” has an original character print, and a kangaroo pocket. It also has a real metal carabineer-style clip detail that is great for extra tools. *(retail price \$14.99 ea)*

100% Cotton Bar Mop and Flour Sack Towels:

MÜ has put our own spin on these kitchen classics. An incredibly absorbent Bar Mop line of Cloths and Towels adds distinctive quality to utility and value. Sold in sets of 3, customers will definitely stock up. The Flour Sack towels come in packs of three with a choice of Solid colors: 3 “White”, 3 “Cool” colors or 3 “Warm” colors. *(retail price Bar Mop Cloth \$4.99/set, Bar Mop Towel \$8.50/set, Flour Sack Towels \$10.99/set)*

100% Cotton Printed and Jacquard Towels:

Our MÜ designers really had some fun with our new line of three sets of 3 Printed towels and one set of 3 Jacquard towels:

The printed towels are in eye-popping brights on a crisp and clean 100% white background – Choose from kitchen favorites “Fruit”, “Veggie”, and “Buzz”, or delight in our calorie-free prints of “Cupcake”, “Candy” and “Ice Cream.” *(retail price \$4.99 ea)*

Artsy intrigue sets in with our “Not a...” line of “Not a Spoon”, “Not a Blender” and “Not a Mixer”. *(retail price \$4.99 ea)*

Bold type, cheery colors and a happy message boost our “Loving Life... Happy Kitchen” line of Jacquard weave towels. *(retail price \$4.99 ea)*

2pc Scrub Sponge and 2pc Scrub Cloth Sets:

Our new Scrub Sponge set is printed with a cheery microfiber dot on sponge one, and a bright solid yellow on the other. Both sponges have super-tough scrubbing sides for effective cleaning without scratching. Our innovative new Scrub Cloths have two distinct stripe textures that dig up dirt, then wipe it clean in a snap. *(retail price sponges \$5.99/set , cloths \$7.99/set)*

100% Cotton Solid Towels:

Six new trend-right and classic solid colors are the base feature of these new 100% cotton towels and cloths. The fabric is woven in India to have a durable weave on one side with a soft absorbent terry loop on the other. So practical, yet so chic. *(retail price cloths \$2.99 ea, towels \$6.99 ea)*

New prints added to MÜcloth, MÜtowel:

2012 brings two new patterns to our flagship line of MÜcloth and MÜtowel. “Bromley” has an all-over floral pattern in cool hues that is classic with a bit of whimsy. (See if you can spot Bromley the owl in this one.) “Hampton” is a vibrant warm pattern that has luscious leaves and pinwheel flowers. Coordinating 100% Cotton aprons are also available for a complete merchandising story. *(retail price MÜcloth \$4.99 ea, MÜtowel \$7.99 ea, printed aprons \$19.50 ea)*

Always Improving

“It’s one thing to maintain a line of kitchen textiles, but another thing to be constantly innovating – both big and small.” Chadd Moser, founder and owner of MÜkitchen says. “This year we have not only added new fashion silhouettes and cleaning breakthroughs in Microfiber technology, but we have gone back and re-visited current lines to make them even better.” Moser continues, “ A good example of this is our MÜmicro line of Waffle Weave cloths and towels – we have improved the durability of our seams by working with our factories to innovate. We made our seams better by engineering a way to eliminate them, making one smooth edge all around allows the microfiber to be finished beautifully.”

Moser adds: “We are proud to be the experts in both style and function, it is this passion that literally defines the MÜ brand. We at MÜ are all true believers that every product we deliver can be equal parts of both. We are looking forward to our 2012 season and to visiting with all of our customers at market shows this year.”

About MÜkitchen

MÜkitchen is a concept lifestyle brand that specializes in top-quality, fashion-forward kitchen textiles and cleaning products. Since its launch, MÜkitchen has expanded rapidly both domestically and internationally. You will find MÜkitchen in gourmet retailers, select department stores and now at many top online retailers.

Visit us online at www.mukitchen.com.

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