

**BRADSHAW INTERNATIONAL ANNOUNCES PARTNERSHIP  
WITH IMUSA, ONE OF THE LARGEST HOUSEWARES  
MANUFACTURERS & DISTRIBUTORS IN SOUTH AMERICA**

RANCHO CUCAMONGA, Calif. (December, 2008) – Bradshaw International, Inc., a leading marketer of housewares products and best known for its flagship brand, Good Cook®, today announced a partnership with IMUSA, the one of the largest manufacturers of cookware and housewares products in South America.

The exclusive distribution agreement provides IMUSA with Bradshaw’s Intellectual Properties, manufacturing and supply chain in Asia, which allows IMUSA to quickly expand its cutlery and kitchen gadget product offering to its markets. The partnership provides Bradshaw with significant distribution in the Andean Countries, including Bolivia, Colombia, Ecuador, Peru and Venezuela.

“Bradshaw has been a leader in the U.S. housewares market for more than 40 years, and one of our goals has been to partner with strong manufacturers and suppliers of similar products, globally,” said Mike Rodrigue, President and CEO of Bradshaw International, Inc. “The partnership with IMUSA represents a significant milestone towards expanding Bradshaw’s brands and product designs to major markets, and we hope to continue that growth with similar partnerships with other Latin countries, as well as Europe and the Middle East.”

“When we were at the International Housewares Association trade show, we were seeking a well-established leader in the housewares market to provide us with turn-key products,” said Catalina Balseiro Botero, Marketing & Category Manager for Food & Non-Food – Andean Cluster, IMUSA. “When Mr. Rodrigue and I met, I was impressed with their range of products, marketing, packaging and expertise. I knew they would be the ideal U.S. company for us to partner with.”

The Bradshaw-IMUSA partnership is effective immediately for a 5-year term.

**About IMUSA**

IMUSA is a leading ethnic housewares brand with deep roots in Latin America and the United States that offers hundreds of affordable housewares products including gadgets, cookware, appliances, cleaning, food storage, espresso, and ethnic specialty items. IMUSA quality has been tested and handed down by homemakers who have been cooking for their families for more than 70 years. For more information, please visit <http://www.imusausa.com>.

**About Bradshaw International**

Bradshaw International is a privately owned company based in Rancho Cucamonga, Calif., with family heritage dating back to 1905. Bradshaw International is a premier marketer of housewares in the U.S., and the largest kitchen gadget supplier in the world shipping more than 150 million pieces annually. Its family of brands span the areas of kitchen tools & gadgets, cookware, bakeware and cleaning products, which includes: Good Cook®, Bonny, Professionals™, Bialetti, Oneida®, Betty Crocker®, Butler®, a division of Bradshaw International; Mr. Clean®, Dawn®, and Black and Decker®. For more information about Bradshaw International or its products, please visit [www.bradshawintl.com](http://www.bradshawintl.com).