

DRAFT FOR APPROVAL

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It's Time to Vote, America!

**Crock-Pot® Brand Asks Fans to Vote for The
Nation's First-Ever Ultimate Crock-Pot Crock-Star**

*Three Finalists Announced; Daily Voting November 12-25
Winner Receives Guest Appearance on Cooking Channel*

BOCA RATON, FL – November 12, 2012 – This November, the [Crock-Pot®](#) brand is leading the charge, encouraging all Americans to exercise their right to vote! After receiving a bountiful harvest of entries during last month's submission phase of the brand's first-ever **Ultimate Crock-Pot Crock-Star** contest, the [Crock-Pot®](#) brand has identified the three finalists and is asking Americans to visit Crock-Pot.com to vote for the grand prize winner.

Passionate slow cooking enthusiasts in search of instant slow cooking fame turned on their [Crock-Pot®](#) slow cookers, turned up their culinary creativity, and submitted their most unique and delightfully unexpected original slow cooker recipes for a chance to be named the **Ultimate Crock-Pot Crock-Star**, and win a coveted guest appearance on **Cooking Channel's** *From The Kitchens Of* special show to air on January 20, 2013.

The three finalists of the **Ultimate Crock-Pot Crock-Star** contest were selected based on originality, creativity, and overall appeal. All finalists demonstrated savvy slow cooking abilities, successfully capturing the appealing aspect of versatility that slow cooking affords today's busy lifestyles. The finalists are:

- April McKinney, Murfreesboro, TN, Caribbean Chicken Stew
- Stephanie Nuccitelli, Sacramento, CA, Mini Salted Caramel Mocha Cheesecakes
- Mark McDonald, Cincinnati, OH, Ancho Chili & Lime Pork

Consumers may vote once each day for their favorite finalist/recipe by visiting Crock-Pot.com from November 12th through November 25th. Only votes received at Crock-Pot.com during this time period will determine which of the three finalists will win, so vote early and vote often!

"All of our finalists are uniquely qualified to be the first-ever **Ultimate Crock-Pot Crock-Star**," stated Matt Ragland, Vice President of Marketing for the [Crock-Pot®](#) brand. "Through their original recipes, they have successfully demonstrated the versatility our [Crock-Pot®](#) slow cookers provide today's consumers. They are all deserving, so we are letting America determine the winner."

After voting on Crock-Pot.com, consumers can take time to explore the newly designed, interactive site, which features new and exclusive products, more than 800 recipes as well as an all-new "Daily Dish"

section where consumers can share stories about their favorite recipes, family photos, entertaining ideas, and more.

Consumers who visit the all-new Crock-Pot.com will be among the first to see the hottest new products for fall 2012 including the new programmable **Crock-Pot® Create-a-Crock™ Slow Cooker**. Consumers can personalize their slow cooker by uploading their favorite photos and are now able to choose from any of the 50 new designs. Also this fall, football fanatics will be able to support their favorite team on the field and in the kitchen with the new **NFL Crock-Pot® Cook & Carry™ Slow Cookers** in any of the 32 teams now available. The perfect gift for friends and family this holiday season, the limited-edition **NFL Crock-Pot® Cook & Carry™ Slow Cookers** are available exclusively at Crock-Pot.com while supplies last.

[Crock-Pot®](http://Crock-Pot.com) slow cookers can be purchased online at the all-new Crock-Pot.com and at retail stores including Wal-Mart, Target and Bed Bath & Beyond. Don't forget to "Like" the [Crock-Pot® brand on Facebook](https://www.facebook.com/CrockPot) for special product offers and upcoming news on the **Ultimate Crock-Pot Crock-Star** contest.

About Jarden Corporation

Jarden Corporation is a leading provider of a diverse range of consumer products with a portfolio of over 100 trusted, quality brands sold globally. Jarden operates in three primary business segments through a number of well recognized brands, including: Outdoor Solutions: Abu Garcia®, Aero®, Berkley®, Campingaz® and Coleman®, ExOfficio®, Fenwick®, Gulp!®, Invicta®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völkl® and Zoot®; Consumer Solutions: Bionaire®, Breville®, Crock-Pot®, FoodSaver®, Health o meter®, Holmes®, Mr. Coffee®, Oster®, Patton®, Rival®, Seal-a-Meal®, Sunbeam®, VillaWare® and White Mountain®; and Branded Consumables: Ball®, Bee®, Bernardin®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Hoyle®, Kerr®, Lehigh®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #371 on the Fortune 500 and has over 23,000 employees worldwide. For in-depth information about Jarden, please visit www.jarden.com.

About Cooking Channel

Cooking Channel (www.cookingchanneltv.com) is an entertainment brand dedicated to today's passionate food lover. For food people, by food people, Cooking Channel is the answer to a growing hunger for more content devoted to food and cooking in every dimension from global cuisines to international travel, history and unconventional how-to's. Scripps Networks Interactive (NYSE: SNI), which also owns and operates DIY Network (www.diynetwork.com), Food Network (www.foodnetwork.com), Great American Country (www.gactv.com), HGTV (www.hgtv.com) and Travel Channel (www.travelchannel.com), is the manager and general partner.

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