

Oster
V E R S A
PERFORMANCE BLENDER



Oster® VERSA® Brand Makes High-Performance Blending Affordable

*Industry Leader Provides a Better Option for Consumers,
Delivering a Healthy Blend of Power, Precision, Versatility and Value*

BOCA RATON, FL – July 17, 2013 – Whole food, high-performance blending is booming! Americans have become passionate about their health, seeking creative ways to boost their intake of the vitamins, minerals, antioxidants and fiber found in whole fruits, vegetables and legumes. But until today, this was a pricey proposition. Consumers either surrendered \$4 to \$15 a day for a super food smoothie from their favorite gourmet market, or sacrificed a mortgage payment for an oversized high-performance blender that couldn't even fit under the kitchen cabinet.

On a mission to meet overwhelming consumer demand for a commercially-inspired, high-performance blender that delivers power, precision and versatility at an affordable price, the number one brand in blending, has delivered and is whipping up the high-performance blending market! The new Oster® VERSA® Performance Blender is offered at a fraction of the cost of comparable high-performance blenders, bringing higher-level nutrition within reach of all Americans.

Consumers can now take ownership of their health without breaking the bank.

“Performance is up, but price is down. High-performance blenders are not a niche appliance anymore,” stated Matthew Ragland, Vice President of Marketing. “They are everyday, sit-on-your counter, use-all-the-time lifestyle appliances that deliver tangible health benefits to consumers. As an industry leader in overall blending, it was our responsibility to provide a better option for consumers in the high-performance blending space. This product's exemplary combination of performance, precision and value make it a rare and extraordinary offering among high-performance blenders. Some things in life can be expensive, but enjoying the benefits of good health doesn't have to be.”

U.S. dietary guidelines call for consumers to eat at least 2½ cups of fruits and vegetables a day. That's a lot of chewing. Whole food, high-performance blending has made it easy for consumers to drink all the fruits and vegetables they don't want to eat. And though nearly 3 million smoothies were made at home in the U.S. last year, the Oster® VERSA® Performance Blender does so much more!

The Oster® VERSA® Performance Blender will turn any nut into butter in 30 seconds; frozen fruit into sorbet in 30 seconds. It can even make hot soup in 5 minutes! Just add fresh raw vegetables, water or stock, and go. The rotation of the blades at 250mph will create enough friction to heat the ingredients and make soup... All fresh and preservative free!

Priced at just \$249.99, the Oster® VERSA® Performance Blender is a rugged, durable, multi-tasking innovation with a massive 1,400-watt motor that spins its stainless steel blades at 28,000 RPM to deliver precise and professional results at the touch of a button... and it fits under the kitchen cabinet! The 8-cup BPA-free Tritan plastic jar creates a forceful blending vortex that pushes ingredients off the jar walls and down into the blade. Ingenious design, massive power and extraordinary speed come together to create hot soups, cold sorbets and creamy nut butters in minutes. An oversized control knob promises optimal customization to create an endless array of healthy homemade foods and beverages. To inspire creativity, two full color cookbooks, *Fresh & Fit Recipes* and *Gourmet Blends*, are included. The Oster® brand's promise of unrivaled durability is backed up by a 7-year limited warranty.

For more information and inspiration, visit www.OsterVersa.com.

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®, Lifoam®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #383 on the Fortune 500 and has over 25,000 employees worldwide. For further information about Jarden, please visit www.jarden.com.

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