

MEDIA CONTACT (for Crock-Pot® brand)  
Hanna Thompson, Hill + Knowlton Strategies  
305.443.5454  
[hthompson@samcor.net](mailto:hthompson@samcor.net)

## **NFL Game Day Just Got More Interesting!** **Crock-Pot® Brand Launches Exclusive NFL Crock-Pot® Slow Cookers**

October 11, 2012 (BOCA RATON, FL) – The [Crock-Pot®](#) brand is serving up a tailgater's dream this football season! Now, football fans can support their favorite team on the field *and* score a touchdown in the kitchen with the new [NFL Crock-Pot® Slow Cookers](#) series featuring the National Football League's team logos. Football fanatics will be able to choose from two sizes and all 32 of their favorite NFL teams.

Get ready to score big at the next game time celebration with the perfect companion whether tailgating or homegating. To kick-off the launch of the new **NFL team-themed Crock-Pot® Slow Cookers** in style, valued fans can enjoy free shipping\* for a limited time. Simply visit [Crock-Pot.com](#) to order favorite team slow cookers before October 31, 2012 and they will arrive within approximately 5 to 7 days, just in time for the next kick off.

Whether fans are hot for New Orleans jambalaya, craving Chicago-style dogs, or in desperate need of Texas-style spicy BBQ wings, the new **NFL Crock-Pot® Slow Cookers** are ready to rock local game day cravings.

"Americans love football, and the Crock-Pot® brand is the first and only slow cooker brand to offer the new **NFL Crock-Pot® Slow Cookers** to our customers," stated Matt Ragland, Vice President of Marketing for the Crock-Pot® brand. "What better way to show off team spirit than with the new **NFL Crock-Pot® Slow Cookers** that will not only help fans support their favorite team but will also serve up the best game day food. "

Available exclusively from the Crock-Pot® brand, the **NFL Crock-Pot® Slow Cookers** (MSRP: \$59.99; 6 qt. Cook & Carry™) are made for game day and the special features make tailgating a breeze! The easy locking lid with rubber gasket allows fans to get to the end zone without the mess. Oversized handles make carrying comfortable and the removable 6-quart stoneware doubles as a serving dish. And when the party is over, clean up is a snap thanks to the dishwasher safe stoneware and glass lid unit. Plus, a recipe booklet is included. Also available in a convenient 2.5 quart version that's great for small dishes, dips, or piled with wings or meatballs. (MSRP: \$29.99; 2.5 qt. Manual).

Also, the perfect gift for friends and family this holiday season, the limited-edition **NFL Crock-Pot® Slow Cookers** are available exclusively at [Crock-Pot.com](#) while supplies last!

### 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!®, K2®, Marker®, Marmot®, Mitchell®, Penn®, Rawlings®, Shakespeare®, Stearns®, Stren®, Trilene®, Völk!® and Zoot®; Consumer Solutions: Bonaire®, 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](http://www.jarden.com).

*\*Free shipping included for continental US only.*

###