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Crock-Pot® Brand Challenges Consumers to Confess Secret Recipes In Crocktober With *Crock-Star Confessions* Promotion *Up and Coming Recording Artist Sarah Darling to Lead the Challenge*

September 30, 2011 (Boca Raton, FL) – What do you secretly make in your Crock-Pot® slow cooker? The Crock-Pot® brand is challenging Americans to confess what they make in their Crock-Pot® slow cookers in celebration of Crocktober, the unofficial gateway to the fall slow cooking and tailgating season. Recognizing that *everyone* has a favorite recipe they may have never shared, the brand is offering rewards to those who fess up during its *Crock-Star Confessions* promotion, all in an effort to encourage sharing the best and most creative recipes with the passionate slow cooking online community. So, do you dare?

Up and coming country music artist and avid Crock-Pot® slow cooker user, Sarah Darling has stepped up to lead the challenge and will help kick off Crocktober with *Crock-Star Confessions*. Darling will make daily confessions on the Crock-Pot® brand's Facebook page, [Facebook.com/CrockPot](https://www.facebook.com/CrockPot), about the unique ways she rocks the crock while at home and on the road. Slow cooker fans ready to come clean can also make their own confessions, watch the *Crock-Star Confession* of the day, and become eligible to win fabulous prizes by answering trivia about that confession.

Separately, fans can join the Crock-Pot® brand's Crock-Stars community via www.CrockPot.com, where they will be among the first-to-know about NEW products, special offers and exclusive new music. Here, consumers can actively engage in sharing their favorite slow cooking recipes and have the chance to be the site's featured Crock-Star!

"Crock-Star Confessions will inspire our core slow cooker fans to reveal their favorite and most imaginative Crock-Pot® slow cooker recipes," says Matthew Ragland, Vice President of Marketing for the Crock-Pot® brand. "Our Crock-Pot® Facebook movement is a way to have fun and exchange ideas with other fans eager to reveal their secret recipes at last."

Sarah Darling, who's looking forward to confessing some of her secrets, enjoys making everything from dinner to dessert. "From orange cider punch and banana nut bread to chocolate clusters and carrot cake, my Crock-Pot® slow cooker works magic every time, no matter how creative I choose to be. I am absolutely obsessed," says the recording artist. "I can't wait to share all of my secrets with other slow cooking fans. I can almost hear them saying: *'She made THAT in a Crock-Pot® slow cooker!?'* I really look forward to their confessions as well; I just might learn a thing or two!"

Consumers who purchase select Crock-Pot® slow cookers, priced from \$19.88 to \$39.99, will receive a FREE music download of Sarah Darling's first #1 video, ***"Something To Do With Your Hands."*** Promotional Crock-Pot® slow cooker models feature special packaging with Sarah Darling's image and music download offer, and can be purchased at retail stores including, Target, Bed Bath & Beyond and Wal-Mart.

About the Crock-Pot® Brand

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: Bionaire®, 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®, Bicycle®, Billy Boy®, Crawford®, Diamond®, Dicon®, Fiona®, First Alert®, First Essentials®, Forster®, Hoyle®, Kerr®, Lehigh®, Leslie-Locke®, Lillo®, Loew Cornell®, Mapa®, NUK®, Pine Mountain®, Quickie®, Spontex® and Tigex®. Headquartered in Rye, N.Y., Jarden ranks #379 on the Fortune 500 and has over 25,000 employees worldwide. For in-depth information about Jarden, please visit www.jarden.com.

About Sarah Darling

2011 has been a breakout year for Black River Entertainment recording artist Sarah Darling. Her video for *"Something to do with your Hands"* peaked at #2 on GAC, reached the Top 20 Countdowns on both GAC and CMT, and held the #1 video spot for multiple weeks on CMT.com. The Iowa native also made her Grand Ole Opry debut with Vince Gill, who is featured on the song *"Bad Habit"* off her current album *Angels and Devils*. Darling just announced plans to join forces with famed producer Dann Huff to record her next album slated for release in 2012. She recently inked a deal with Crock-Pot®, the original slow cooker brand, to spearhead the brand's inaugural *Crock-Star Confessions* campaign aimed at inspiring Americans to get creative with their slow cookers. Darling is an avid Crock-Pot® slow cooker user, making everything from entrees to desserts. For more information on Sarah Darling, please visit sarahdarling.com or [Facebook.com/OfficialSarahDarling](https://www.facebook.com/OfficialSarahDarling).

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