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Food Network Star Guy Fieri and Lifetime Brands Fire Up A Sizzling Kitchenware Partnership

– Guy to Present Collection at International Home + Housewares Show –

Garden City, NY, January 17, 2012 – Lifetime Brands, Inc. (NASDAQ NM: LCUT), has inked a licensing agreement with celebrity chef Guy Fieri, electrifying television personality and star of Food Network shows *Diners, Drive-Ins and Dives* and *Guy's Big Bite* and new primetime hit, *Rachael vs. Guy: Celebrity Cook-Off*. Lifetime will design, market, and manufacturer an exciting line of cookware, kitchen gadgets, cutting boards, pantryware, and tabletop items that bring Guy's larger-than-life personality and culinary creativity to kitchens across America. Guy and the Lifetime Brands team will unveil the extensive collection to retail buyers and media at the International Home + Housewares Show, March 10 – 13, 2012 in Chicago.

According to Guy Fieri, "As a chef and restaurateur, cooking and the quest for excellent food have always been passions of mine and after much testing in my home, my restaurants and even camping, I'm thrilled to be able to bring that excitement to consumers everywhere. My new cookware, kitchen tool, cutting board, and pantryware collection is specially designed to blend personal elements that I use in my own home and restaurants with real-deal quality and performance that delivers. So whether you want to go low-and-slow with chili in an enamel cast iron pot or rock out the perfect pizza slice with my pizza wheel, there is something for everyone."



According to Evan Miller, President of Sales, Lifetime Brands, "Guy is not only an amazing chef, but also an incredible personality who brings fantastic energy and enthusiasm to everything he does. Guy's input in the product design process is invaluable and we love how passionate he is about infusing his personal touches into the collection. We are really excited about our partnership with Guy and the vast collection of incredible kitchen products we are launching at the Home + Housewares Show. "

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Guy Fieri is a celebrity chef, author, and television personality best known for hosting Food Network's top-rated shows and NBC's *Minute To Win It*. On Food Network, Guy covers America's culinary landscape with the popular *Diners, Drive Ins and Dives* series, teaches viewers how to make creative dishes with bold flavors on *Guy's Big Bite*, and mentors celebrity would-be chefs in primetime's newest hit, *Rachael vs. Guy: Celebrity Cook-Off*. An acclaimed restaurateur, he co-owns six *Johnny Garlic's California Pasta Grill* and *Tex Wasabi's Rock N Roll Sushi BBQ* restaurants in Northern California as well as *Guy's Burger Joint* for Carnival Cruise Lines. In addition to cookware, Guy's retail portfolio includes cutlery, BBQ sauces, salsas, wing sauces, marinated meats, frozen pizzas and appetizers, and BBQ tools, amongst other products. Guy is also a three-time New York Times Best Selling cookbook author with *Diners Drive Ins & Dives*, *More Diners Drive Ins & Dives* and in 2011, *Guy Fieri Food*. Passionate about children and their empowerment, Guy has launched the foundation *CWK (Cooking With Kids)*, a program that encourages the development of healthy eating habits to address childhood obesity and strengthen the family unit by sharing quality time in the kitchen.

To learn more about the Guy Fieri kitchen collection from Lifetime Brands, call 800-252-3390, or schedule an appointment to visit the Lifetime Brands booth, #S1048, at the International Home + Housewares Show, McCormick Place Convention Center, Chicago.

About Lifetime Brands, Inc.

Lifetime Brands is a leading global provider of kitchenware, tabletop, home décor, and lifestyle products. The Company markets its products under such well-known kitchenware brands as Farberware®, KitchenAid®, CasaModa®, Cuisinart®, Cuisine de France®, Hoffritz®, Kamenstein®, Kizmos™, Misto®, Pedrini®, Roshco®, Sabatier®, and Vasconia®; respected tabletop brands such as Mikasa®, Pfaltzgraff®, Creative Tops®, Calvin Klein®, Gorham®, International® Silver, Kirk Stieff®, Nautica®, Sasaki®, Towle® Silversmiths, Tuttle®, Wallace®, V&A®, and Royal Botanic Gardens Kew®; and leading home décor and lifestyle brands, including Design for Living™, Elements®, and Melannco®.

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