

From Espresso to OJ, Breville Brings Innovation to Beverages With the Launch of Two New Products this Summer

Espresso Machine Brings Café Quality Crema to Home Kitchens Compact Juicer Juices Whole Fruits with Maximum Extraction.

LOS ANGELES (July 11, 2006) – Breville, the award-winning countertop appliance company, will launch two new products, the ikon Espresso Machine (BES400XL) and the Juice Fountain Compact (BJE200XL) juicer at select retailers this summer. Designed for the home gourmet, both products blend the power of professional-grade appliances with the ease-of-use and aesthetics home chefs desire for the kitchen.

The ikon Espresso Machine prepares café-quality crema, which empowers consumers to make all of their favorite coffee drinks at home. Featuring a commercial steam wand and a precision boiler system for coffee extraction, espresso drinks made with the ikon Espresso Machine taste as if they were made by an experienced barista.

The Juice Fountain Compact provides the juicing speed and easy clean up of Breville's best selling, larger models with a more compact silhouette that fits stylishly on any kitchen countertop. From pineapple with the rind on to strawberries, the patented center feed tube makes juicing whole fruits and vegetables effortless, while the Cyclonic Juicing System that operates at 14,500 RPM (revolutions per minute) maximizes the amount of juice extracted.

"Breville is bringing sophisticated design and smart innovation to countertops in the U.S., and our espresso and juicing products are no exception," says Richard Hoare, Director of Innovation. "Our design engineers ensured the ikon Espresso Machine and the Juice Fountain Compact met specific needs in a home gourmet's kitchen that center around intuitive functionality and easy clean up with restaurant quality results."

For immediate release

At Breville, practical innovation is paramount. In addition to their unmatched attributes, the two new products feature several intuitive features:

BES400XL ikon Espresso Machine

- ☐ The Easy Eject™ system for quick removal and cleaning of Dual Wall Crema System filters
- ☐ Engineering grade stainless steel body
- ☐ Back-lit, soft touch electronic control pad
- ☐ Front access two liter water tank

Commercial quality rotating metal steam wand with froth enhancer BJE200XL Juice Fountain Compact

- ☐ Dishwasher safe parts
- ☐ Custom cleaning brush
- ☐ Patented centered knife blade and micro-mesh filter system

27-ounce juice pitcher with froth filter.

The ikon Espresso Machine will retail for \$399.99 and the Juice Fountain Compact for \$149.99. Both will be available starting this summer at select Breville retailers, for additional information visit www.breville.com.

About Breville:

Breville was founded in 1932 in Sydney, Australia and has become a worldwide leader in home appliances. With over 90 patents registered globally, Breville manufactures more than 220 products worldwide. Breville has received worldwide design recognition from the New York Housewares Design Awards to the Australian Engineering Awards, and a recent German GUT number 1 rating. Among its innovations include the world's first scissor action sandwich press, the world's first indoor health grill, the world's first juicer that juices the whole fruit, and the world's first active arm citrus press. In the United States, Breville is sold at specialty and department stores. Additional information about Breville and its awards winning products can be found at www.brevilleusa.com.

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Media Contact:
Alix Chambourdon
P: 310-898-1888
alix@brevilleusa.com