



ACTIFRY CROWNED BEST NEW PRODUCT IN CANADA

2008 Canadian Grand Prix New Products Award™



Montreal, June 1st 2009 – On May 25th in Quebec City, the Canadian Council of Grocery Distributors management team of the Canadian Grand Prix New Products Awards™ recognized T-fal's **ActiFry** innovation and originality, and awarded it the top prize as winner of the 2008 Grand Prix in the General Merchandise category.

ActiFry was carefully tested and evaluated by 32 jury members comprised of consumers, food editors and media, dieticians, CCGD distributor members and other food related experts. The evaluation process was held at the Institut de Tourisme et D'hôtellerie du Québec (ITHQ) in February 2009. Products were evaluated by the jury based on selected criteria including: innovation, packaging and design, labeling, pricing, taste and nutritional value, and overall benefits to the consumer.

The Canadian Grand Prix New Product Awards™ is a CCGD consumer-focused annual awards program, which celebrates advancement and excellence in new food distribution industry products in order to further encourage manufacturer innovation and to provide continued value to consumers.

Launched in Quebec in November 2008, **ActiFry** by T-fal is available in selected kitchen supply stores and specialized boutiques as well as The Bay, Déco-Découverte, Boutik Electrik, Centre du Rasoir, and Linen Chest, at a suggested retail price of **\$349.99**.

About T-fal

T-fal is synonymous with innovation in function and design. The company works unceasingly to set new standards in the small household appliance industry. There is single concept behind every T-fal product: making your life easier without compromising results. From irons to kettles, indoor electric grills and steamers, the European influence distinguishing each of our products adds a touch of elegance. T-Fal Canada is a division of Groupe SEB Canada Inc. For more information or recipe ideas, visit the T-fal website at www.t-fal.ca.

For photos, samples, interviews or information, please contact:



Marie-France Laflamme
Natalie Bibeau

514-524-1471
514-803-1471

mfrance@nataprod.com
nata@nataprod.com