

Bradshaw Adds New Style to its Butler Portfolio of Products

Bradshaw International Announces the Purchase of Casabella Home Cleaning Products

(Rancho Cucamonga, CA, September 26, 2017) **Bradshaw International, Inc.**, a leading manufacturer of kitchenware and home cleaning products announced today that it has purchased Casabella Holdings, LLC. Founded by Bruce Kaminstein, Casabella is recognized throughout the housewares industry for its well-designed household cleaning tools and kitchen products that look as good as they perform.

Mr. Kaminstein launched Casabella in 1988 with a passion for bringing well-designed products to consumers. Since then, the company has expanded to become a leader in the premium cleaning tools and household accessories market.

In a joint statement, Bradshaw International Co-Presidents Robert Michelson and Brett Bradshaw noted that, “The Casabella brand represents a significant addition to the current portfolio of home products offered in our cleaning division, Butler Home Products. “Bruce and his team bring strong passion and an expertise in innovation and trend right product design. The Casabella products have tremendous consumer appeal and will allow us to expand our presence into additional retail channels.”

Casabella will continue to be based in the New York area. Mr. Kaminstein will join the Bradshaw management team and continue to run Casabella as its Founder and Managing Director. The Company will continue its commitment to its distinctive product line, and consumers can continue to expect the same quality, design and functional excellence that Casabella products are known for.

“We are very excited to be part of the Bradshaw family,” stated Mr. Kaminstein. “Their strong industry relationships and reputation for exceptional customer service will allow us to offer the Casabella brand to many more consumers around the globe. Bradshaw is one of the major players in home products and I look forward to working with Brett and Rob in their mission to take the company to an exciting future.”

Bradshaw International, headquartered in Rancho Cucamonga, CA, markets a wide assortment of kitchen tools, gadgets, bakeware, cookware, food storage and tabletop products. Marketed under the GoodCook® brand name, Bradshaw maintains the number one market share for kitchenware in grocery stores, currently distributing in more than 100,000 retail store outlets in North America, New Zealand and Australia. For more information about GoodCook® and its products, or to find GoodCook® retailers, consumers may visit goodcook.com or call 800-421-6290.

Butler Home Products, LLC, based in Hudson, MA, is a division of Bradshaw International, and a leading manufacturer and marketer of cleaning products including: mops and brooms, lint rollers, garment and laundry care, household gloves, and sponges. These products are marketed under a combination of owned and licensed brands. Licensed partners include the Procter & Gamble (Mr. Clean, Dawn and Gain), Stanley Black & Decker (BLACK + DECKER), and The Clorox Company (Clorox, Liquid Plumr and Tilex). For additional information about Butler Home Products and its product lines, visit www.cleanerhomeliving.com.

Casabella Holdings has been designing smart, creative and award-winning tools for the home since 1988. From cleaning and organizing products, to kitchen and bath accessories – the company ensures every day

products are not only fun and colorful, but also efficient and ergonomic. For more information visit www.casabella.com.