

BRADSHAW INTERNATIONAL NAMES BRETT BRADSHAW AS NEW PRESIDENT

RANCHO CUCAMONGA, Calif. (July 1, 2010) -- Bradshaw International, Inc. today announced the appointment of Brett Bradshaw to president of the company. Bradshaw International is a leading marketer of housewares products and is best known for its flagship brand, Good Cook®. Bradshaw replaces Mike Rodrigue who previously served as President and CEO and will continue as CEO of Bradshaw International.

As president, Mr. Bradshaw's focus is to maintain the company culture that has been so successful to its growth. He believes that consistent, reliable performance is Bradshaw's responsibility to their retail partners, a duty he aims to continue. He will also be incorporating more formalized structures and processes to the company that will position it for continued profitable growth. Additionally, Mr. Bradshaw intends to grow the organization's core categories with its established brands like Oneida® and Bialetti, as well as elevate the company's Good Cook brand so that it resonates with the consumer on a more emotional level.

"Brett's passion for the business and his personal drive are apparent to everyone who knows him," said Mike Rodrigue, CEO of Bradshaw International, Inc. "He's earned recognition in our industry as a seasoned housewares professional. Bradshaw International owes its success to stability in their management team, and Brett's natural progression to this new position sets us up for our continued growth."

Over the past three years, Mr. Bradshaw headed the company's marketing, sales and sourcing departments, and successfully repositioned the Good Cook brand, while building Bradshaw International's private label business. Mr. Bradshaw has been involved with all areas of the company since he joined and has learned the business from the ground up, while spending significant time at the organization's Asian factories. Mr. Bradshaw previously worked at Nestle as a Key Account Manager in Grocery Products Sales after graduating from the University of Colorado with a Bachelor's Degree in International Affairs.

About Bradshaw International

Bradshaw International is a privately owned company based in Rancho Cucamonga, Calif., with family heritage dating back to 1905. Bradshaw International is a premier marketer of housewares in the U.S., and the largest kitchen gadget supplier in the world shipping more than 150 million pieces annually. Its family of brands span the areas of kitchen tools & gadgets, cookware, bakeware and cleaning products, which includes: Good Cook®, Bonny, Profreshionals™, Bialetti, Oneida®, Betty Crocker®, Butler®, a division of Bradshaw International; Mr. Clean®, Dawn®, and Black and Decker®. For more information about Bradshaw International or its products, please visit www.bradshawintl.com.