



FOR IMMEDIATE RELEASE

**Saladmaster Recognized in Direct Seller's Association
Code of Ethics Communication Initiative**

Arlington, Texas (June 28, 2011) - Saladmaster was recently recognized by the Direct Selling Association (DSA) in that organization's Code of Ethics Communication Initiative.

DSA began the program to recognize member companies who exhibit and promote the Direct Selling Association's Code of Ethics to its field sales force and to the general public. Member companies pledge to abide by the code's standards and procedures as a condition of admission and continuing membership in DSA. The code is enforced by an independent code administrator who is not connected with any member company.

Keith Peterson, President of Saladmaster, said, "Saladmaster independent dealers and consultants have always been committed to ethical conduct in the marketplace. We are proud to be part of this initiative in more widely communicating the Code of Ethics to the general public, as well as reinforcing this important tool with our own sales force."

Links to the DSA Code of Ethics are prominent on the Saladmaster website (www.saladmaster.com).

About Saladmaster:

Saladmaster® cookware features 316Ti stainless steel in its construction. All Saladmaster® products are sold exclusively through independent sales consultants. To learn more visit www.saladmaster.com.

For more information:

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