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**SMITH & JONES MANUFACTURING INTRODUCES INNOVATIVE LINE OF COOKWARE AT
2011 INTERNATIONAL HOME + HOUSEWARES SHOW**

ROSEMONT, ILL. (March 6, 2011)—Ceramic cookware ergonomically designed for senior citizens will be unveiled by Smith & Jones Manufacturing at the 2011 International Home + Housewares Show, March 6-8, at McCormick Place in Chicago, Ill.

Called “Senior Ceramics,” the new line is made of lighter-weight material for easier lifting and features larger, padded handles, convenience grips, non-stick surface, never-get-hot lids. The cookware comes in four attractive colors and five- and eight-piece sets of smaller cooking sizes. The new sizes are: 1/2-quart, 3/4-quart, 1 quart, 1-3/4-quart and 2-1/2-quart sauce pots.

“We designed this line especially for our growing older population,” said Joe Smith, president. “As people get older, they can’t lift normal ceramic cookware because of its weight but still want the attractive design of ceramic. The larger handles, convenience grips on the pot’s other side and lightweight ceramic material give them easy-to-use cookware with the attractive look of ceramic.

“Our new, smaller sizes also meet the needs of those who cook smaller meals or have limited storage space,” Smith explained.

Smith & Jones Manufacturing will be located in booth S5555 in the Dine & Design Expo in the South Building at the 2011 International Home + Housewares Show. Along with Senior Ceramics, they also will display their other lines, including “Kiddie Servers,” “Twenty-Something Tableware” and “Mid-Life Magic.”

For further information contact, Victoria Jones at (555)555-5555.