



MEDIA ADVISORY

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OXO Company Launches Ground Breaking Cake Cutter and Server at Headquarters In New York, New York

New York, N.Y. April 15, 2019- OXO company will host a press conference at the OXO headquarters located New York, New York, May 10, 2019, to announce the launch of their state-of-the-art product called the Cake Cutter and Server. With this tool, users can cut and serve cake in a single stroke. It is shaped a certain way so users don't have to touch any of the cake. If a consumer squeezes it enough, the cake stays within the cutter until they would like to serve the cake.

The press conference is to show the media all the great qualities this revolutionary product offers to customers. It's convenient, it's easy to use, it will save people time and energy and most importantly, it is sanitary. This Cake Cutter and Server takes half the time to cut up a cake then a regular knife would. Now cutting and serving cake is simpler than ever with the Cake Cutter and Server tool. It does all the dirty work.

Why: The Cake Cutter and Server will be a very popular and talked about item.

When: May 10, 2019

Who: OXO company is launching a new Cake Cutter and Server. CEO Larry Witt will be there to present this new convenient and innovative product. Inventor, Dillon Larsen, will be there to

talk about why he created this product and what inspired him. Media Advisor, Kassidy Malcolm, will be there to answer any questions about the product.

What: Press conference to announce the Cake Cutter and Server.

Where: At the headquarters of OXO company located at 601 W. 26th St. #1050, New York, NY.

RSVP: Contact Kassidy Malcolm at MalcolmK@gmail.com or 509-260-0291 to RSVP to the event.

For more information on OXO's launch of the Cake Cutter and Server please visit www.OXO.com.

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About OXO Company

The OXO company has been in business since 1990, founded by Sam Farber. He noticed that his wife, Betsy, who suffered from arthritis, was struggling to grip kitchen tools, so he saw this as an opportunity to create more comfortable cooking tools. The first OXO Good Grips kitchen tools were introduced in 1990 at the Gourmet Products Show in San Francisco, California and took off from there. Farber ended up selling OXO to General Housewares Corporation in 1992. In 2000, General Housewares was acquired by World Kitchen LLC and then in June 2004, Helen of Troy Limited bought OXO, who are currently the owners. OXO offers over 1,000 products, covering multiple areas of the homes from kitchen tools, household cleaning tools, baby and toddler products, bath cleaning tools and accessories, office products and many more.

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