

GET READY FOR SPINE-CHILLING FUN WITH NEW KITS FROM PUMPKIN MASTERS

OCALA, FL (July 2008) – With fall around the corner, Pumpkin Masters® - creator of the world's first pumpkin carving kit - presents their new offerings for 2008 that are sure to make fright night a howling good time!

- **Halloween Hardware** (SRP \$3.99): Featuring carving tools with screwdriver-inspired, heavy-duty handles, Pumpkin Masters Halloween Hardware is the perfect addition to a carver's tool box.
- **Deluxe Kids Fright Lights** (SRP \$4.99): This kit includes 30 colored pegs with six interchangeable shapes that will give jack-o'-lanterns a festive glow.
- **Dig Those Decades** (SRP \$2.99): Take a step back in time with eight new retro designs of Pumpkin Masters' Dig Those Decades pattern carving book! The collection features a disco dancer, peace sign, and bewitching lava lamps.
- **Trick-or-Greet Pumpkin Light** (SRP \$4.99): Keep trick-or-treaters on their toes this Halloween with Pumpkin Masters Trick-or-Greet Pumpkin Light! This battery-powered light activates spooky sound effects when it senses trick-or-treaters near by.
- **Pumpkin Tealight** (SRP \$1.99): Looking for a mess-free and safe way to illuminate a pumpkin creation? Pumpkin Masters offers a convenient, battery-operated light that is safer than the traditional candle and flickers like the real thing. Set the light inside the bottom of a carved pumpkin to create a "boo-tyful" ambience for all to enjoy!
- **Family Carving Kit** (SRP \$7.99): With updated tools and patterns for every experience level, the Family Carving Kit allows the whole family to participate in the fun.

"Whether it's carving pumpkins to welcome treat-seeking visitors on Halloween night, or holding a pumpkin-carving party with family and friends, children and adults look forward to this tradition every fall," says Gene Granata, pumpkin carving expert and founder of MasterpiecePumpkins.com. "Pumpkin Masters makes carving easier and safer, with its collection of carving patterns and handy tools."

The new kits will hit store shelves this September at major retailer and grocery stores nationwide. A staple in everyone's carving toolbox, the Pumpkin Masters Original Pumpkin Carving Kit continues to be the best-selling carving kit in America. For more information and helpful carving tips, visit www.pumpkinmasters.com.

Pumpkin Masters is owned, created and distributed by Signature Brands, America's leading innovator of specialty and holiday food decorating tools and accessories.

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