

## News Release

FOR IMMEDIATE RELEASE:

### Escali Scales earns prestigious Consumer Digest "Best Buy" award



Minneapolis, MN (October 20, 2006)

Escali Scales announced today that their Primo Digital Multifunctional Scale has been chosen as a Consumers Digest "Best Buy". The Primo is featured in the December 2006 issue in an article titled "Specialty Kitchen Appliances". It was chosen as a "Best Buy" in the economy kitchen scale category and qualified as "an easy-to-use scale that allows for all of the necessary weighing options".

A Consumers Digest "Best Buy" is defined as a product that offers the most value for a given amount of money. The "Best Buy" rating is awarded to a nationally available product based on a combination of performance, ease-of-use, features, durability, warranty, efficiency, styling, and maintenance and servicing requirements. On average, a "Best Buy" rating is awarded to fewer than three percent of competing models in any given product category," says Consumers Digest Publisher, Randy Weber. "In short, the best product value in the field."

The prestigious Consumer Digest "Best Buy" rating is another testament to Escali's commitment of giving customers a wide product choice of high-quality stylish scales they can trust -- at a great price. The Primo scale comes in a selection of 12 colors; there is a choice for every décor. The scale is very easy to operate, and easy to clean. It has a high capacity of 11 Lb / 5000 gram, and accurately displays in increments of 0.1 ounce or 1 gram. The scale is backed by a 100% guarantee and a 5 year warranty.

#### About Escali Digital Scales:

Headquartered in Minneapolis USA, Escali is a leading developer, manufacturer and supplier of Digital Scales. Escali offers an extensive assortment of digital scales ranging from industrial counting and shipping scales to multifunctional kitchen scales. Escali has a high reputation for providing quality products at an affordable price, backed by an unprecedented customer and distributor support.

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