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FOR IMMEDIATE RELEASE

Chef Tim Creehan Cooks Up International Alliance with SCANPAN

Destin, Florida (October 31, 2006) -Tim Creehan, Chef/Owner of Destin's only fine-dining restaurant on the Gulf of Mexico, Beach Walk Crystal Beach, has formed yet another alliance, this time an international alliance with SCANPAN.

SCANPAN Denmark has been at the forefront of inventing advance cookware technology to make life easier both for the hobby chef and serious cook. Today, they offer a wide array of cooking tools that combine solid craftsmanship and construction with the latest surface technologies. SCANPAN not only produces quality products with attractive designs but their products also allow you to cook without the fat – “this advanced technology has depleted the need for butter and oils needed for any type of cooking,” notes Creehan, “by improving the technology of the ceramic non-stick surface, SCANPAN is the first cookware that allows me to use my favorite utensils, even metal. It's like nothing I have ever seen. SCANPAN has created an all around ingenious product. “

Tim Creehan, “As a professional chef, I have always avoided nonstick pots and pans but SCANPAN Classic is perfectly suited for use in our restaurant kitchens and especially on the road doing cooking shows and live demos. It browns, sears and deglazes, will not warp under any circumstance and has perfect heat distribution – great for cooking and so convenient for cleaning, I just can't put them down.”

Creehan can be found using SCANPAN products in his personal home, restaurant and on the air. The new alliance has trickled over into Beach TV's Emerald Coast Chef and Key West Chef shows. Beach TV's Chef Shows feature guest chefs from popular restaurants who showcase their favorite recipes, hints and tips for cooking at home. Creehan was recently named Guest Host and will appear numerous times throughout the year in various markets including Panama

City Beach, Destin, Fort Walton and Pensacola. Specific to Destin, Creehan can be seen on Beach TV channel 12 on Wednesdays and Sundays at 6:30 p.m.

Perfectly suited for Creehan, his appliance manufacturer, DCS by Fisher and Paykel, has outfitted Beach TV's Emerald Coast Chef set in Panama City Beach, Florida with state-of-the-art appliances. Other sets in additional markets will soon follow suit. DCS by Fisher and Paykel is New Zealand and Australia's largest indoor and outdoor appliance manufacturer and has recently teamed with Creehan to open a new culinary center in Destin, Florida scheduled to open early 2007.

Tim Creehan and Beach Walk Crystal Beach have earned numerous awards and accolades including; *Florida Trend's* Golden Spoon - Top 25 Restaurants in Florida, Award of Excellence from DiRoNA and Wine Spectator as well as 'Best Chef' on the Emerald Coast the past five years. Beach Walk Crystal Beach was named "2005 Restaurant of the Year by *NW Florida Daily News'* Colleen Collfield. Creehan's culinary style and marketing savvy has extended far beyond Beach Walk and masterminding culinary miracles in the restaurant industry into his own patented line of non-stick marinades, Chef's Grill Plus and two cookbooks, *Simple Cuisine of Chef Tim Creehan* and *Flavors of the Gulf Coast*. Creehan has recently been associated with product development for Frito Lay North America, Pizza Inn and Golden Corral.

For additional information on Beach Walk Crystal Beach, Chef's Grill Plus, and DCS by Fischer and Paykel, visit www.BeachWalkDestin.com.

For additional information on SCANPAN USA, visit www.ScanPan.com.

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