



## **MEDIA RELEASE**

### **Breville Announces Settlement in USA of its False & Misleading Advertising Litigation against Hurom**

September 23, 2014 – Leading brand of premium kitchen appliances Breville Pty Limited and Breville USA, Inc. (collectively, “Breville”) today announced the entry into an agreement with Hurom L.S. Co. Ltd. (“Hurom”), a kitchen appliances company based in South Korea, to resolve Breville’s lawsuit against Hurom for false and misleading advertising claims related to Hurom’s Slow Juicer (the “Lawsuit”).

The Lawsuit challenged Hurom’s advertisements comparing its Slow Juicer to centrifugal juicers, for which Breville is a global market leader. Hurom has agreed to modify its advertising in connection therewith. The terms of the parties’ settlement are not public and remain confidential.

“We are pleased with today’s outcome, which we believe validates Breville’s market position and the quality for which our juicers and other kitchen products have become known worldwide,” said Damian Court, President of Breville USA. “We shall continue to assert our rights and defend our product line from false and misleading advertising campaigns as we continue to develop innovative and exciting new appliances and products to enrich the lives of our consumers on the global stage.”

Squire Patton Boggs (US) LLP, Breville’s outside counsel, handled the Lawsuit and settlement, led by Thomas Gaynor, Adam Fox and Joseph Meckes, from the Firm’s Los Angeles and San Francisco offices.

#### **About Breville**

Breville Pty Limited and Breville USA, Inc. are subsidiary companies of Breville Group Limited, an Australian publicly listed company. Over the past 80 years, Breville has grown to become an iconic Australian brand through thoughtful design and brilliant innovation. Today, Breville-designed products are sold in more than 50 countries around the globe. From its research and design centre at its Sydney, Australia headquarters, the talented team of industrial designers and engineers develop new products with those simple touches of ingenuity or brilliance that empower people to do things more impressively or easily than they'd thought possible in their own kitchen. The team's insights into the changing world of food and beverage give Breville the ability to design innovative appliances. For more information on Breville please visit the company's website [www.brevillegroup.com.au](http://www.brevillegroup.com.au)