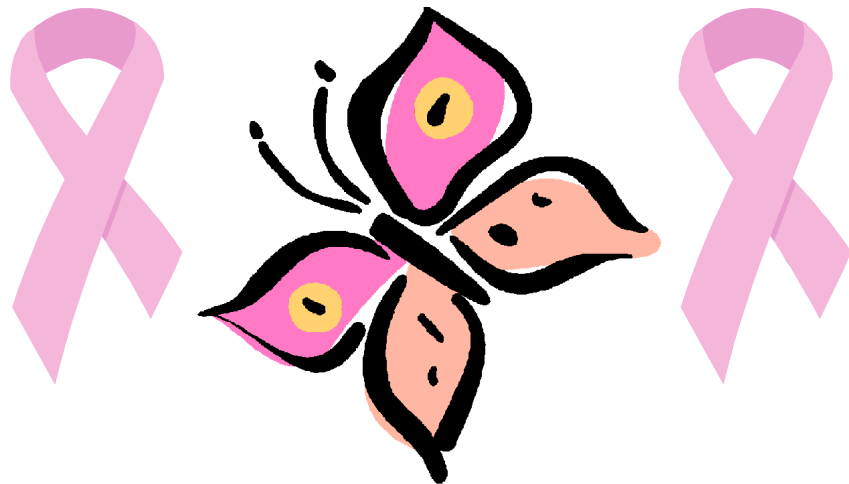


The Pampered Chef®

HELP WHIP CANCER®

The Butterfly Effect

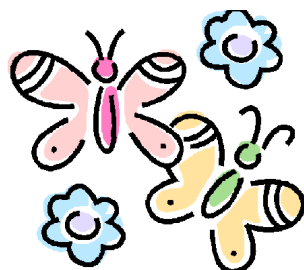


Over 212,000 new cases of invasive breast cancer are expected to occur among women in the United States this year. Chances are you, or someone you know, has been affected by this disease. That's why this May, The Pampered Chef® is once again collaborating with the American Cancer Society® to help increase awareness of the importance of early detection and raise funds for the fight against breast cancer. This marks the eighth year of the Help Whip Cancer® campaign. Pampered Chef® customers have the opportunity to contribute to the American Cancer Society by hosting May Cooking Shows or purchasing specially designed products during the month of May.

The "Butterfly Effect" generally states that butterfly wings moving in one area can affect weather on the other side of the world. How could one little butterfly cause so much to happen?

It may not seem like much to purchase Help Whip Cancer® products, but that one product could remind someone to get a mammogram. It may also inspire others to support early detection programs. And you might even decide to have an exam.

We're all butterflies. Some spread wings by making a purchase, some by being a host; I spread mine by sharing this with all of you.



**Tonight I ask you to
be a butterfly.**

