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FOR IMMEDIATE RELEASE**CHEF MING TSAI TEAMS UP WITH KYOCERA AT 2012 INTERNATIONAL HOUSEWARES SHOW**
Ming Tsai to appear in cooking theater and at Kyocera Advanced Ceramics Booth

BOSTON, MA (February 16, 2012) - James Beard-award winning Chef Ming Tsai will join Kyocera Advanced Ceramics at the 2012 International Home + [Housewares](#) Show, March 10-13 at Chicago's McCormick Place. Tsai has endorsed Kyocera's culinary products on his Emmy Award-winning cooking show, *Simply Ming*, recommending their ultra-sharp, rust-free blades to the home cook. He will offer cooking tips and sign his cookbooks at the Kyocera booth (#S1745) on Sunday, March 11 from 10:30am to 11:30am.

Kyocera Advanced Ceramics will be unveiling new utensils and a knife block set at the show. Chef Tsai will use his favorite Kyocera knives, peppermill and adjustable slicer during a cooking demonstration in the Cooking Theater on Sunday, March 11 from 9:30am to 10:00am. His menu will include Asian Ratatouille with Whole Wheat Couscous and Aromatic Short Ribs with Root Vegetables and a Shaved Fennel Salad.

"The first time I picked up a ceramic knife, I immediately fell in love with the incredibly sharp edge, balanced design and how it stays sharp chop after chop and slice after slice," explains Tsai. By blending the traditions and flavors of the East with those of the West, Ming creates food that excites the palate and entices the eyes with a balance of tastes, contrasting ingredients, textures and colors. Kyocera, with headquarters located in Kyoto, Japan, mirrors Ming's approach by combining the strengths of the East with those of the West.

About Chef Ming Tsai

Ming Tsai is the James Beard Award-winning chef/owner of Blue Ginger in Wellesley, MA. An Emmy Award-winner, Ming hosts and executive produces the Emmy nominated *Simply Ming*, now in its ninth season. Ming is the author of four cookbooks: ***Blue Ginger: East Meets West Cooking with Ming Tsai***, ***Simply Ming***, ***Ming's Master Recipes*** and ***Simply Ming One-Pot Meal*** which was released in the Fall of 2010. Ming is a national spokesperson for the Food Allergy and Anaphylaxis Network (FAAN) working to further education and research on food allergies. He worked with Massachusetts Legislature to help write Bill S. 2701, the first of its kind, which requires local restaurants to comply with specific food allergy awareness guidelines. Ming is a proud member of Common Threads, the Harvard School of Public Health's Nutrition Round Table, The Cam Neely Foundation and Squashbusters. For more information on Ming visit www.ming.com.

About Kyocera Advanced Ceramics

Kyocera Advanced Ceramics is the premiere manufacturer of ceramic cutlery and kitchen tools. Crafted in Japan for over 27 years, Kyocera has been supplying cutlery shops, specialty and retail stores worldwide with a variety of ceramic products including knives, peelers, slicers, graters, grinders, sharpeners and pens. With the most generous warranty in the industry, Kyocera offers a Lifetime commitment to their customers - if the product can't be repaired, it's simply replaced, no questions asked. When customers require sharpening, Kyocera offers complimentary Lifetime Sharpening, for as many knives owned. Customers simply pay shipping and handling and their knife will be returned with a factory new edge. Not all ceramic is created equal. Kyocera's proprietary formula, Zirconia 206, is an advanced ceramic that has very dense particles and extremely tight molecules, leaving minimal voids. This translates into a stronger, denser blade

that holds an edge longer than other ceramic knives. The thinner blade on a Kyocera Advanced Ceramic knife means minimal resistance. Clean, precise, less-intrusive cuts, using less pressure, are what make the Kyocera ceramic knife so unique. For more information visit <http://www.kyoceraadvancedceramics.com>