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**THE ATTRACTIVE, NEW KITCHEN SHREDDER FROM ROYAL ADDS
CONTEMPORARY ELEGANCE TO COMMON SENSE FEATURES AND
CONVENIENCE IN HELPING FAMILIES LOWER THE RISK OF IDENTITY THEFT**

Royal s new Kitchen Shredder Foils Dumpster Divers and other Identity Security Threats

FOR IMMEDIATE RELEASE

SOMERSET, NJ- October 4, 2005 — Royal Consumer Information Products announced today it is introducing the KS7 Kitchen Shredder to help families handle and control the quantities of unsolicited mail they receive containing pre-approved credit cards, credit checks and other financial offerings. Often, this material is routinely discarded, and can easily be retrieved by dumpster divers who ransack garbage and refuse containers hoping to use this information to steal our identities.

Since most mail is sorted and opened in the kitchen, Royal has designed its new Kitchen Shredder to offer families a convenient alternative to simply discarding this information, attempting to destroy it with scissors or stacking it somewhere in hopes of shredding it at another time. Royal s KS7 Shredder combines the functionality of a generous 10-gallon general household trash receptacle with the practicality of a 5.3 gallon capacity office shredder to make shredding easy, convenient and immediately accessible.

The Royal KS 7 makes short work of shredding unwanted mail. It not only shreds credit cards and CDs, it also can handle seven folded sheets, equivalent to three sheets tri-folded with credit card and envelope, and features a safety roller guard over the feed slot opening. The polished metal lid and bin front contrast with the black injection molded plastic shredder bin to create an easy-to-store disposal unit with a sleek, sophisticated look. The housing is made from flame retardant ABS plastic.

The new KS7 is 27 high, 10 wide, 18 deep (front to rear) and weighs 22 pounds. A 13-gallon plastic bag is recommended for the household trash compartment. Availability is scheduled for November 1, 2005 at Target, Circuit City, Frontgate, the catalogue and internet retailer, and other fine department stores.

MSRP is \$199.99

For more tips on preventing identity Theft, visit www.Royal.com to view the Federal Trade Commission s latest brochure: **I.D. Theft: What It s All About.**

About Royal Consumer Information Products

Headquartered in Somerset, New Jersey, Royal Consumer Information Products offers high quality, affordable office and consumer electronic products. Featured among Royal s product line up is an array of shredders PDAs, personal organizers, digital picture frames, calculators, desk accessories, time and cash management systems, laminators and postal scales. Please visit us at: www.Royal.com