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Lancaster, Ohio-April 2010- Based on the success of Anchor Hocking's highly successful TrueSeal™ storage, Anchor Hocking is pleased to introduce **TrueFit™ Bakeware**.

**TrueFit™ Bakeware** features Anchor Hocking's ovenproof bakeware paired with a high-quality lid.

The TrueFit™ lid features a superior perimeter seal, which makes the combination perfect for bake & take and storage. The material is soft and pliable allowing ease when applying and removing the lid from the bakeware piece. The molded design of the lid reduces the area where foods can be trapped, keeping foods fresh longer.

The offering is engineered to meet the needs of the consumer who wants the convenience of baking with glass and having a lid that seals tightly to help eliminate leaks. Additional features include; a transparent window for easy viewing of the food inside the bakeware.

“It's a natural evolution of the success we've enjoyed with our TrueSeal storage”, said Angela DeLand, Product Manager for Anchor Hocking. “It was an ideal opportunity to

capitalize on the benefits already designed;” continued DeLand. “The superior seal lends perfectly to Anchor Hocking ovenproof bakeware”.

TruFit™ bakeware is ideal for tailgating, potlucks or anytime when you want to transport your baked foods. The flat lid allows for easy stacking in refrigerator or freezer.

The most popular sizes of bakeware don the updated lid; choose from 3-quart baking dish, 2-quart casserole with glass cover and 8-inch square cake dish. All glass bakeware are dishwasher, freezer, microwave and conventional oven safe.

The lid is BPA Free, and top shelf dishwasher safe.

Available open stock, suggested retail prices range from \$9.99 to \$12.99.

Anchor Hocking is a leading designer, marketer and manufacturer of quality glass bakeware, drinkware, storageware, servingware and other miscellaneous tabletop products.

Visit Anchor Hocking online at [www.anchorhocking.com](http://www.anchorhocking.com).

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