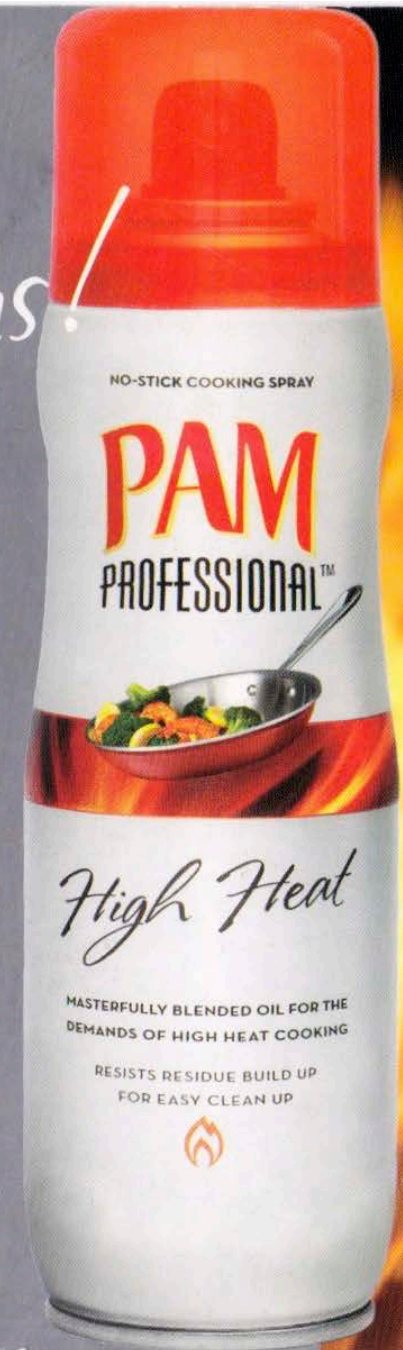


Calling All Cooking Fans!

The makers of PAM[®] have created an exciting
new high-heat cooking spray,
and an exclusive online cooking community
for savvy cooks just like you!





In the Kitchen

PAM Professional allows you to crank up the heat to sauté, sear and stir-fry delicious restaurant-quality meals.

And because PAM Professional is a no-stick cooking spray that resists residue build-up that occurs on pans in high-heat cooking conditions, clean up is simple!

Online

As a cooking enthusiast, you have been specially selected to join the PAM Professional Hot Spot Community. Members will be able to:

- Receive a FREE sample of PAM Professional to try at home!
- Chat live with Ted Allen (celebrity judge on Top Chef and Iron Chef America)
- Get exclusive savings on PAM products
- Learn professional high-heat cooking tips
- Share recipes, watch cooking demonstrations and more!

Join Now!

- 🔥 Log on to PAMProfessionalHotSpot.com
- 🔥 Answer a few, quick questions for exclusive access to the PAM Professional Hot Spot online community!

Don't delay – our first live session is in early November!

PAMProfessionalHotSpot.com

PAM
PROFESSIONAL™

PAM PROFESSIONAL
670 North Clark, 2nd Floor
Chicago, Illinois 60610



Welcome!

PAM Professional™ Savvy Cooks:

You love mixing it up in the kitchen – which is why you've been chosen to try our new PAM Professional cooking spray and to provide feedback to us. We also want you to spread the word about PAM Professional to the other food fans in your life – after all, sharing is half the fun of cooking!

This package contains a sample of new PAM Professional high-heat cooking spray. We've also enclosed **coupons** for your friends and family so that they, too, can test our new cooking spray, which lets the unique flavor of your foods come through, whether you are cranking up the heat on the stovetop or in the oven.

As an exclusive member of this PAM Professional program, you'll also have special access to our **Hot Spot** online cooking community, where you can learn cooking techniques from **Ted Allen**, celebrity judge on Top Chef and Iron Chef America, and participate in live Q&A events with professional chefs. You'll also be able to interact with other food fanatics, sharing recipes, tips and much more!


PAMProfessionalHotSpot.com

To take part in the PAM Professional experience, you simply have to:

- 1 Try **PAM Professional** in your favorite high-heat recipes.
- 2 Log on to **PAMProfessionalHotSpot.com**, to see cooking demonstrations, share recipes and more.
- 3 Tell the **chefs** in your life about how well PAM Professional works with high heat and how easy clean-up is!
- 4 Share **coupons** with exclusive savings.
- 5 **Cook. Eat. Cook more. Repeat.**

Then tell us what you think, and keep sharing your PAM Professional experiences – and culinary creations – with friends and family.

Have fun turning up the heat on your most-loved meals!



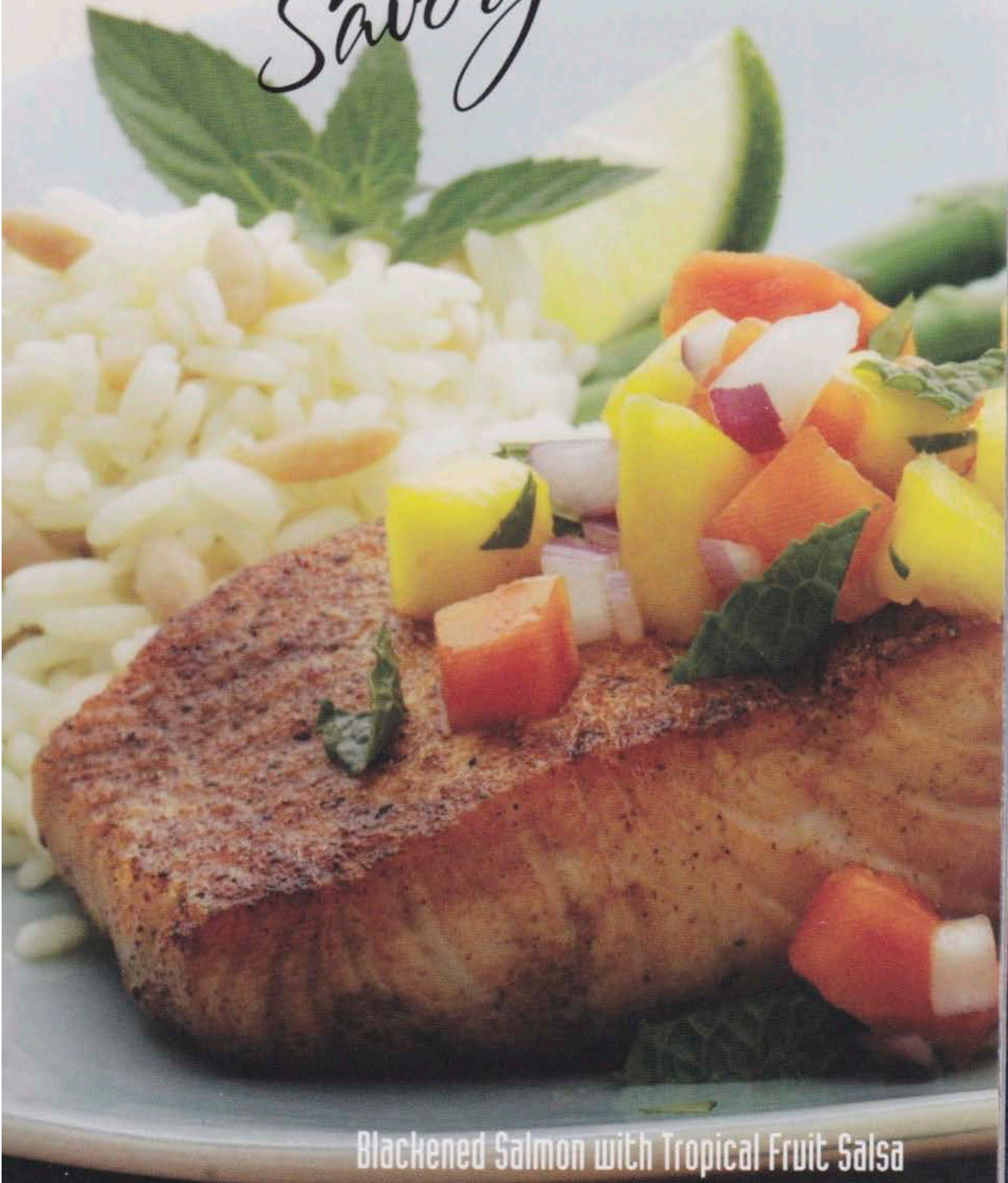
Turning up the Heat with PAM Professional

With a sleek, stainless steel look, new PAM Professional gives high temperature, at-home cooking a restaurant quality. Originally designed for professional chefs, it's made with a patented oil blend designed to withstand high temperatures, and it resists residue build up on pans, making clean-up easy.

You can use PAM Professional to:

- Stir-fry vegetables with chicken, shrimp and pork for a crisp consistency
- Sauté tender cuts of beef and vegetables like spinach and broccoli
- Sear scallops, tuna steaks, salmon and other meats
- Roast garlic, onions, prime rib and pork
- Make crisp, light pizzas, roasted potatoes, baked goods and much, much more!

Savory Salmon



Blackened Salmon with Tropical Fruit Salsa
Get the recipe online



Three Reasons

You'll Love PAM Professional:

No More Scrubbing Pans

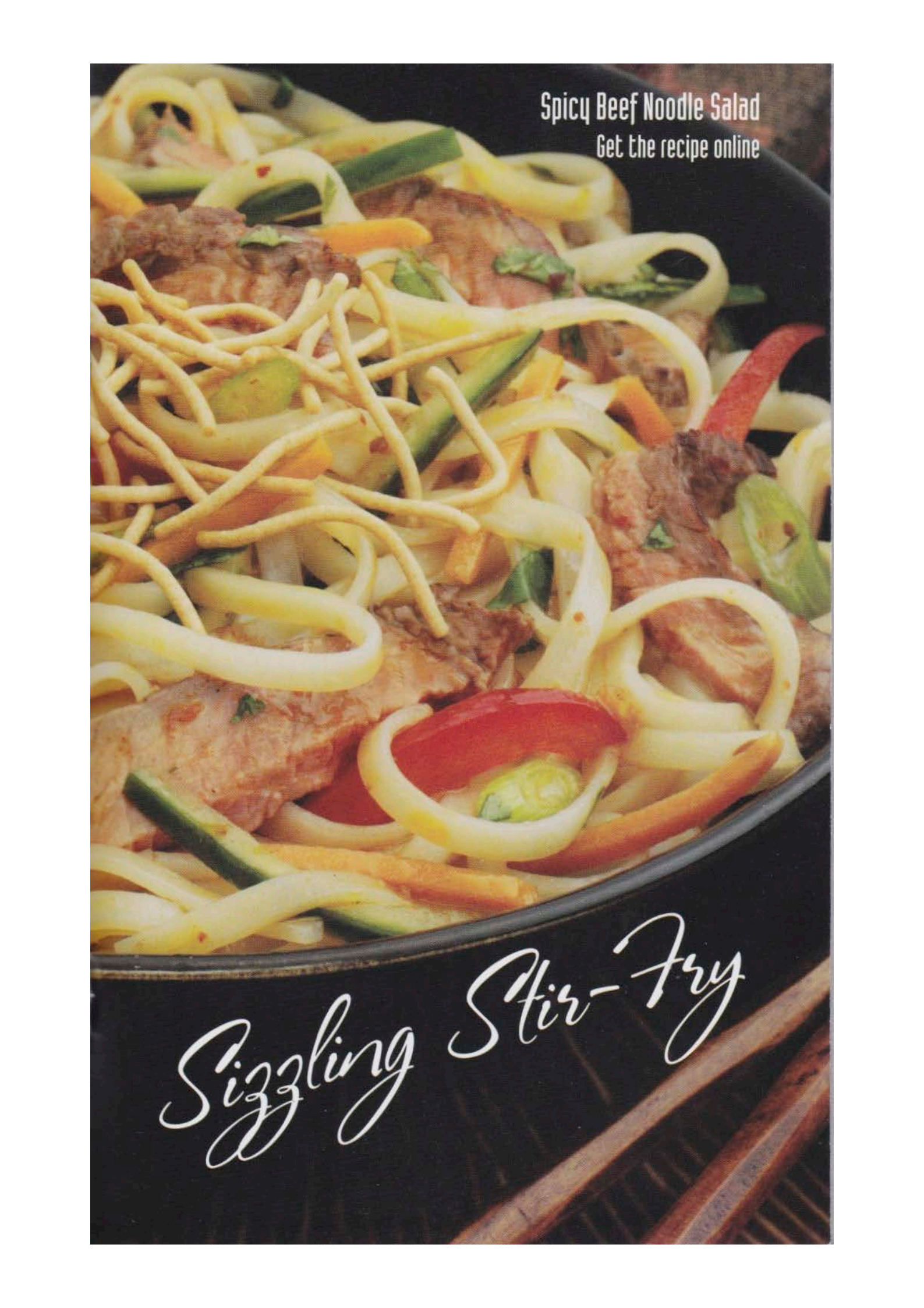
PAM Professional keeps food from sticking while resisting the build-up that occurs on pans in high-heat cooking conditions, so say goodbye to discolored, greasy and hard-to-wash pots and pans. After all, clean-up shouldn't last longer than the meal!

Easy Spray Nozzle

PAM Professional's new nozzle features a wider surface area for your finger. It's comfortable to use and makes coating surfaces easy.

More Crunch, Less Calories

PAM Professional is a healthy cooking alternative to butter or margarine. Plus food isn't weighed down with too much oil, giving it a lighter consistency and allowing the flavor of your food to shine through.



Spicy Beef Noodle Salad
Get the recipe online

Sizzling Stir-Fry



Stake Out Your Kitchen Space — Online!

PAM Professional isn't the only exciting recent PAM creation – we've also formed an exclusive **Hot Spot** online community, a place where you can interact with professional chefs, foodies and celebs like Ted Allen!

The **Hot Spot** at PAMProfessionalHotSpot.com is your online cooking resource – and an exciting way to connect with other cuisine aficionados.

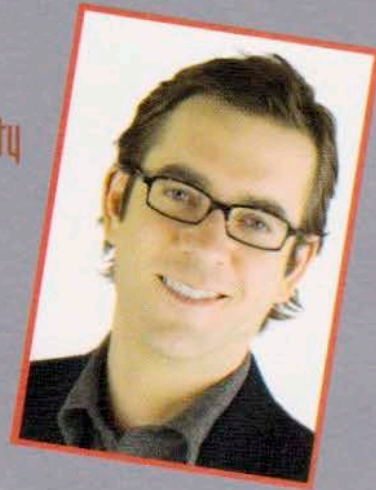


The screenshot shows the PAM Professional Hot Spot website. At the top, the logo reads "PAM PROFESSIONAL™ HOTspot". Below the logo, there are navigation links for "Welcome Community / Logout". The main content area features a "Welcome!" message with a background image of a pan of food. To the right, there is a "Quick Poll" titled "How well do you like the new PAM Professional packaging?" with options A: Extremely Hot, B: Very Hot, C: Somewhat Hot, D: Nope, and E: Not at all. Below the poll is a bar chart showing the results. On the left side, there are sections for "Community News and Events" with sub-sections for "New Content Being Added" and "Tell Us About Your Story".

PAMProfessionalHotSpot.com

Hot Spot users are able to:

- **Receive customized culinary advice:** Participate in live Q&As with culinary professionals, including **Ted Allen, celebrity judge on Top Chef and Iron Chef America.**
- **Make delicious dinners:** Access PAM-created recipes for scrumptious stir fry, sweet potato side dishes and more.
- **Learn high-heat how-tos:** Weekly “Hot Tips” will help you dice, slice and sauté better.
- **Meet other social chefs:** Post a Hot Spot profile and talk cooking with other foodies on the Hot Spot message board.
- **Swap cooking stories:** Share your favorite dishes and get new recipes from other Hot Spot users, exchange tips and tricks, post photos, videos and more!





Chefs, Spread the Word!

Who in your life might like PAM Professional?

The Fish Fanatic

Characteristics: If it lived in water, the Fish Fanatic wants it for dinner. The Fish Fanatic wants to eat healthy, and fresh fish is almost always on the menu – whether it's sautéed, seared, pan-fried or baked.

PAM Professional use: The Fish Fanatic will be thrilled to find how PAM Professional cooks up halibut (or other fin-friendly dish) – providing a crisp outer layer, while keeping it perfectly flaky and juicy on the inside.

Mr. "Oven Overtime"

Characteristics: He likes to take it slow – and that means long kitchen times. Whether he's baking a stuffed chicken or roasting a turkey, Mr. Oven Overtime has the heat on for a long time.

PAM Professional use: Tell him to toss out his stick of butter and reach for PAM Professional, which can help Mr. Oven Overtime reach some serious high temperatures to cook everything from delicious pizzas to Thanksgiving dinner.

The Asian Food Fan:


Characteristics: She loves Thai food, Chinese food, anything that blends chicken and peapods. In fact, the Asian Food Fan only has one type of favorite food, and let's just say if you're not preparing meats and vegetables as a stir-fry, you'd better keep on wokin'.

PAM Professional use: Show the Asian Food Fan how to crank up the heat on her favorite dishes with PAM Professional, perfect for stir-frying vegetables and tofu to a light crisp. (After all, who wants soggy tofu?)

The Searing-in-Style Friend

Characteristics: Some people decorate with flowers; she uses pans. Her kitchen has the finest stainless steel appliances and the most modern design available. It looks like a culinary center – and also, somewhat like a spaceship.

PAM Professional use: To keep that kitchen pristine, PAM Professional offers cooking without scouring. Despite heat, pans sprayed with PAM Professional resist having a thick residue, so clean up is simple – and her cookware will still look brand new. PAM Professional's stainless steel look and ergonomic design will be right at home in her kitchen.



What You Need to Do

Now that you know what PAM Professional can do for your favorite high-heat dishes, what's next?

1. Heat It Up: Try using PAM Professional to prepare your favorite meals, appetizers, side dishes and desserts.

2. Claim Your Stove Space: Log on to the PAM Professional Hot Spot, PAMProfessionalHotSpot.com, and take advantage of all the great technique demonstrations, high-heat tips and other resources.

3. Share Your Kitchen Know-how: Add your input on the online community – post recipes, give your opinion about PAM Professional and chat with other cooking fanatics!

4. Share Your Coupons: Help out the chef hopefuls in your life and tell friends and family about the advantages of cooking – and cleaning – with PAM Professional.

5. Cook On: And, of course, keep using PAM Professional cooking spray to make your culinary creations!

A large, golden-brown roasted chicken is the central focus, resting in a blue roasting pan. The chicken is surrounded by various vegetables, including a whole ear of yellow corn, a halved onion, and several carrots. The background is slightly blurred, showing a kitchen setting with a window and some greenery.

Rapid-Roasted Chicken and Vegetables
Get the recipe online

Succulent Chicken