

Hamilton Beach Brands, Inc.
Consumer Reports Statement
February 20, 2014

Since August 2013, consumers have purchased more than 91,800 Hamilton Beach Brands 2-Way FlexBrew[®] Coffeemakers. We have not received a single report of a burn injury from a carafe-side warmer plate, which temporarily activates during a single serve brew and shuts off automatically just prior to the completion of that brew. Hamilton Beach Brands is confident our more than 3,500 hours of testing this product, our multiple internal and independent, external safety reviews and the Hazard Based Safety Engineering principles we utilized when designing this product, validate its safety and quality.

Coffeemakers have been on consumer countertops for decades and consumers are well aware of their warmer plates. Still, out of an abundance of caution, Hamilton Beach Brands provides clear and numerous instructions on the product and in the user manual. These include the following:

- Inside the water reservoir lid is a statement in white font against a black background, “**CAUTION: WARMER PLATE HOT WHEN BREWING ON THE SINGLE-SERVE OR CARAFE SIDE.**”
- The warmer plate itself has a unique “**HOT**” signal that glows red when the warmer plate is hot.

The product Use and Care instructions contain typical communications on warmer plate hazards.

Hamilton Beach Brands appreciates the efforts of Consumer Reports to serve as an advocate for consumers, but we respectfully disagree with any recommendation against purchase of the 2-Way FlexBrew[®] Coffeemaker without official regulatory direction. We urge Consumer Reports to request opinions from the United States Consumer Product Safety Commission and Health Canada. These consumer protection agencies have full capabilities to determine if consumers should not purchase a product.

As a result of Consumer Reports’ interest in our product and as expression of goodwill to our customers, we encourage any concerned consumer to contact us for a refund or replacement product of equivalent value. Hamilton Beach Brands stands fully by the safety and quality of the 2-Way FlexBrew[®] Coffeemaker.

For more than 100 years, Hamilton Beach Brands has maintained a focus on product safety and quality. We value the trust and loyalty placed in us by the consumers who use our products.

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