



PRESS RELEASE

World Artisan Guild LLC  
US Importer of  
ARGAND'OR Argan Oil

**World Artisan Guild, importer of ARGAND'OR Argan Oil, supports  
Culinary Fund raiser for Autism Speaks in New York City**

Milwaukee, Wisconsin - October 24, 2007

World Artisan Guild, importer of award winning ARGAND'OR Argan oil, supports today's Autism Speaks New York City Fundraiser "Autism Speaks to Wall Street: A Celebrity Chef Gala" as in-kind donor.

This culinary extravaganza pairs the the Wall Street investment community with world renowned star chefs for an evening of fine food and goodwill at the Capitale Ballroom in New York City. Culinary illuminaries including Franklin Becker, the initiator of this event, Andrew Carmellini, Wylie Dufresne, Eric Ripert, David Waltuck and Geoffrey Zakarian will cook a four course tasting menu tableside for 400 guests. Entertainment will be provided by host comedian Darrell Hammond and Billboard -topping singer and songwriter Lisa Loeb. The event will include an auction featuring valuable wine packages. Proceeds of the fundraiser will support Autism Speaks, a not for profit corporation dedicated to increasing awareness of autism spectrum disorders, to funding research into the causes, prevention, treatments and cure for autism, and to advocating for the needs of affected families.

Autism is a complex brain disorder that inhibits a person's ability to communicate and develop social relationships, and is often accompanied by extreme behavioral challenges. Autism spectrum disorders are diagnosed in one in 150 children in the United States. The diagnosis of autism has increased tenfold in the last decade.

World Artisan Guild has chosen the fight against Autism as their main charitable cause in the United States. In the past, children with Autism were treated as hopeless cases by society, including the medical profession. Recent developments have demonstrated that Autism is treatable. We at World Artisan Guild support the efforts to understand the causes of Autism and to develop a cure.

About World Artisan Guild:

World Artisan Guild LLC is the exclusive US importer of ARGAND'OR Argan oil. ARGAND'OR is the only Argan oil available in the USA that is entirely hand-crafted by the UCFA Berber Women Cooperatives of the UNESCO protected Arganeraie. Award winning ARGAND'OR is a product of fair trade practices. The oil is cold pressed in stone mills, does not contain any additives and is certified 100% USDA organic.

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