



FOR IMMEDIATE RELEASE

Contact:

Eric Edge

+1 312 640 4747

eric.edge@eurorscg.com

FULGOR NAMES EURO RSCG AGENCY OF RECORD

High-end Italian Appliance Maker Taps Agency for First National Campaign and North American Introduction

CHICAGO, April 9, 2008 – Fulgor, a globally recognized cooking appliance manufacturer, has tapped Euro RSCG Chicago to handle strategic and creative duties for its North American launch. The first campaign for this Italian-based company is expected to launch this fall and include a new brand positioning, print, interactive and promotions.

“We're excited to partner with Euro RSCG Chicago as we launch our new line of products in the U.S. and Canada, said Joe Foster, president and general manager of Fulgor USA, LLC. The agency's expertise in the home and design sector is unparalleled. Together we will build a brand that embodies the history of Fulgor and embraces the modern demands of today's marketplace.”

“We look forward to helping Fulgor craft a campaign that makes its brand stand out in this competitive landscape. We've successfully worked with other European companies in the U.S. like Italian pasta maker Barilla, and transformed them into leading brands. Our goal is to do the same for Fulgor in the premium home appliance segment. A combination of our strategic branding experience and creative talent equal a perfect solution for this challenge,” said John Minnec, executive director, Euro RSCG Chicago.

Fulgor, a 59 year-old Italian company, began selling its products in the U.S. in 1994 as an original equipment manufacturer (OEM) supplier to premium brands. The company will

expand its product line to compete with premium appliance manufacturers in North America and will sell its products under the Fulgor name. The company is best known for its premium lines of built-in ovens and cooktops. Fulgor will expand its product line this summer and focus its distribution to high-end, independent appliance and electronics stores and kitchen and bath retailers.

“Given the long history of high quality and high performing appliances, we have the opportunity to launch this brand with a completely clean slate in the U.S. and really set it on fire. I anticipate that Fulgor will soon be a buzz word amongst professional chefs and 'Top Chef' wannabees alike,” said Steffan Postaer, chairman and chief creative officer, Euro RSCG Chicago.

About Fulgor

Fulgor's USA headquarters is located in Arlington Heights, IL. It is a division of Fulgor Europe S.P.A., located in Gallarate, Italy. Founded in 1949 by Piero Puricelli, Fulgor has been a market leader of premium cooking appliances for 59 years.

About Euro RSCG Worldwide

Euro RSCG Worldwide, a leading integrated marketing communications agency and *Advertising Age's* and *Campaign's* 2006 Global Agency of the Year, is made up of 233 offices located in 75 countries throughout Europe, North America, Latin America, and Asia-Pacific. Euro RSCG provides advertising, marketing services, corporate communications, and interactive solutions to global, regional and local clients. The agency's client roster includes Air France, BNP Paribas, Charles Schwab, Danone Group, Diageo, Heineken USA, Hyatt, IBM, Jaguar, Kraft Foods, L'Oréal, LVMH Louis Vuitton, PSA Peugeot Citroën, Reckitt Benckiser, sanofi-aventis, Schering-Plough and Valspar. Headquartered in New York, Euro RSCG Worldwide is the largest unit of Havas, a world leader in communications (Euronext Paris SA: HAV.PA).

Euro RSCG Chicago serves clients including Assurant Health, Barilla, EFFEN Vodka, Circuit City, Citigroup, Culligan, DirectBuy, Potbelly Sandwich Works, Sprint and Valspar.
