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PRESS RELEASE
FOR IMMEDIATE RELEASE

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Fulgor USA, LLC to Host Official Launch Event

Fulgor will host a launch event on April 10 for its network of independent appliance distributors from around the country. The event will take place the same week as the Kitchen & Bath International Show in Chicago. A full day of activities are scheduled at Bertucci's Italian Steakhouse in Highwood, IL; a small community on the North Shore of Chicago.

Fulgor USA, a division of Fulgor Europe S.P.A., will build on Fulgor's rich Italian history as it launches the brand of premium home appliances in the US & Canadian markets. With nearly 60 years of experience producing premium cooking appliances for the European market, and nearly 14 years as an OEM supplier for premium brands in the North American market, Fulgor will leverage their rich history of industry success in the US & Canadian markets.

Fulgor will display three striking kitchen vignettes at the April 10 launch event. A Press Preview is scheduled at 10am, followed by a Distributor Presentation at 3pm, and a Retailer Viewing at 6pm. A gala dinner is planned for the evening. The event is invitation only, and will be exclusive to the trade.

Together with Fulgor, Euro RSCG—the world's fourth largest integrated marketing services group—will launch the brand in the US & Canada. Euro RSCG (www.eurorscg.com) will involve their Chicago, Milan, and Toronto offices in the push to make Fulgor one of the most desirable premium consumer appliance companies on the market.

Focused solely on the independent appliance retailer, and kitchen & bath specialist, Fulgor will launch its flagship line of Leonardo Classico ovens & cooktops, as well as a broader portfolio of products including dishwashers, microwaves, under-counter wine coolers & beverage centers, and outdoor grills throughout the second half of 2008.

Fulgor USA headquarters are 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.

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