



Fortessa, Inc. 800.296.7508

FORTESSA NAMES ART COTÉ
TO NEW EXECUTIVE SALES POST

FOR IMMEDIATE RELEASE:



Art Coté



David Wightman

Sterling, VA – Fortessa, Inc., has promoted Art Coté to vice president of sales, a new position at the diversified tableware company. Mr. Coté, who was regional sales manager for the northeast area, will oversee a greatly-expanded sales territory across the eastern and central U.S., to meet rapid company growth in these areas, according to Scott Hamberger, vice president. The appointment is effective January 1, 2007.

“Under Art Coté our business growth in the northeast region has been extraordinary, starting from the New York-New Jersey hub, throughout New England. He has been enormously successful in building an excellent sales-service team and, in the process, burnishing the Fortessa brand in an important restaurant market. He will bring this experience to working with our regional managers in the field and opening new areas of business,” Mr. Hamberger said.

In his new role, Mr. Coté, who joined Fortessa in 1999, will direct sales operations in most of the eastern half of the country, covering – in addition to the Northeast - the Mid-Atlantic states, the Midwest and Texas. This appointment reflects the continued growth of company operations, countrywide, and will provide deeper coverage, with a higher level of service than ever in both present and developing markets, Mr. Hamberger said.

Named to succeed Mr. Coté, David Wightman, currently Fortessa sales representative in upstate New York, will assume direction of the New York State-New Jersey territory. Mr. Wightman, a certified executive chef and former restaurant owner, with wide contacts in the hospitality field, joined Fortessa in August, 2005. He will continue to headquarter in upstate New York.

Before joining Fortessa, Mr. Coté was executive steward at New York’s St. Regis Hotel, where he broadened his knowledge of hotel and restaurant operations. He formed his early background in foodservice and restaurant management at Paul Smith College, in New York, and at the University of Nevada, in Las Vegas.

Mr. Coté will relocate to Fortessa corporate headquarters in Sterling, VA.

Fortessa, the designer, developer and marketer of trendsetting, high-quality tableware products and accessories for the commercial foodservice industry, has led the creative changes in tableware design in the upper echelon of foodservice and fine dining since its founding in 1993. The new sales structure advances the company strategy for greater diversification and expansion of its core programs in added, different areas of the foodservice business, Mr. Hamberger said.

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