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FORTESSA NAMES ROBERT FINLEY
VICE PRESIDENT/INTERNATIONAL SALES

FOR IMMEDIATE RELEASE:

Sterling, VA -- Fortessa, Inc., has named Robert M. Finley Vice President for International Sales, a new position at the diversified tableware company, effective December 31, 2007. Mr. Finley joins Fortessa from the Wasserstrom Co., a national distributor of commercial foodservice products to restaurants and chain segments in the hospitality industry, where most recently he was group sales manager for the hospitality sales division, including the Caribbean and Latin American markets.

In his new post, Mr. Finley will oversee direction and growth of all international sales, charged with building the Fortessa brand worldwide, according to Scott M. Hamberger, co-president and C.E.O.

"Rob Finley brings a solid background and well-honed skill set to the company, as his record of achievement attests," said Mr. Hamberger. "With thriving Fortessa business units in Canada and Europe, as well as excellent distribution in Mexico and Central America, he has a strong platform on which to build. We've just begun to make an impact internationally, and Rob will be a major force in continuing to realize our objective of global leadership."

His new position offers a compelling opportunity to move ahead as part of a company with a global brand that crosses international trade markets, Mr. Finley noted. "Business has changed in recent years, making it increasingly important to achieve world-wide brand recognition," he said.

A native of Ohio, Mr. Finley grew up in Rhode Island and attended Ohio University, where he received a B.S. degree in organizational communications. Shortly after graduation, he joined Wasserstrom in Ohio, working on regional restaurant accounts, and began a steady climb up the ranks of hospitality service operations.

During a 17-year tenure at the company, he steered national accounts in the fast foods and upscale casual restaurants categories, and served, successively, as group sales manager for national chain restaurants, and for supermarkets before moving into the hospitality division, acting as group manager of national hotel accounts for the past seven years.

Mr. Finley will be based at Fortessa headquarters in Sterling, VA.