

FORTESSA RELOCATES SHOWROOM
TO 41 MADISON BUILDING

FOR IMMEDIATE RELEASE:

Sterling, VA -- Fortessa, Inc., will move to a new showroom at the 41 Madison Avenue Building, effective October 1, with expanded displays of its tabletop collections for both the retail and commercial foodservice markets. In its new quarters, Fortessa will have a major presence in the Scafati & Co. showroom, expanding the company's presence in the key New York Market, according to Scott Hamberger, vice president.

"The new location will be an upgrade, giving more exposure to all of the Fortessa lines," Mr. Hamberger said. "We look forward to continuing to welcome our foodservice customers year round," he said.

Fortessa is the integrated designer, developer and marketer of trendsetting, quality-crafted tableware and accessories for the home and commercial foodservice industry. The company's major brands include: the Accentz™ Collection, Fortessa Bone China™, Fortaluxe™ dinnerware, Fortessa specialty glassware, and Fortessa Metalware.

Also, for the first time, the company will feature the crystal glass stemware and barware of Schott Zwiesel. As part of a recent equity agreement, the two companies have joined in a new presentation and marketing program to expand the Schott Zwiesel brand throughout the American markets.

The Fortessa exhibits will be open to customers daily in the Scafati showroom on the seventh floor at 41 Madison Avenue, New York City 10010.