



Fortessa, Inc. 800.296.7508

FORTESSA PLANS FOR GROWTH, ADDS NEW WAREHOUSE

FOR IMMEDIATE RELEASE:

Sterling, VA – Gearing for growth in the global market, Fortessa, Inc., has expanded its warehouse operations with the addition of a 90,000 square-foot facility for its wide range of tabletop collections. Based in Sterling, VA, Fortessa is the designer, developer and marketer of trendsetting, high-quality tableware products and accessories for the commercial foodservice and consumer markets.

The new warehouse, located nearby in Winchester, VA, will also have the distinction of being the first activated Free Trade Zone (FTZ) in Northern Virginia. The FTZ designation offers opportunities to to grow the company's export business and step up its high-level services to customers in both the hospitality and retail fields, said Scott Hamberger, vice president, in announcing the expansion.

"We'll be able to service our foreign partners and customers in any direction – across the country, in Canada, throughout South America and overseas," Mr. Hamberger said.

Among other advantages, the added space will facilitate shipments, setting the stage for new-business growth. "With the extra capacity, we can further raise our standards of quality control, our confidence of having the right goods at the right time, and maintain our quick delivery schedules," he said. The new facility will warehouse the Fortessa lines of fine china, flatware accessories, specialty glassware and the collections of Schott Zwiesel crystal glassware.

Plans for growth include introducing more of the innovative products that are emblematic of Fortessa tableware presentations.

Through technology, advanced materials handling and shipping systems at the the new facility, the company expects to beat its own industry-leading delivery timetables on most products, Mr. Hamberger said.

To assure speed and accuracy, a new warehouse management system has been fully integrated in the company's total Information function. The IT system has been upgraded to provide control data on quality, distribution and productivity in all company operations, including the new warehouse.

Fortessa also maintains a warehouse/showroom in Las Vegas, opened in January, 2005, as well as space at its Sterling headquarters.

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