

Fortessa, Inc.

Sterling, Virginia 20164

FORTESSA/SCHOTT ZWIESEL
UNVEIL 2005 LINE

FOR IMMEDIATE RELEASE:

Sterling, VA – Signaling the launch of a major marketing drive in the foodservice industry, Fortessa and Schott Zwiesel will unveil an extended, fresh new collection of fine crystal glassware at the International Hotel/Motel & Restaurant Show in New York City, November 14-16, 2004.

Introduction of the 2005 line will mark the first joint presentation by the two companies under an agreement, effective in October, to expand the Schott Zwiesel brand throughout the Americas, as a component of Fortessa's innovative tableware operation.

The companies are poised to move ahead with the plan in all sectors of the hospitality/foodservice business – with top-quality product; unsurpassed value; and industry leading service. “We are ready to talk with existing and new customers of Schott Zwiesel products, and to develop programs that meet needs of the market,” said Scott Hamberger, vice president at Fortessa.

Also, Schott Zwiesel, based in Zwiesel, Germany, has streamlined production to new service levels, refined existing lines and added new designs that appeal to American customers, Mr. Hamberger noted.

Spurring the marketing drive will be the latest Schott Zwiesel technology breakthrough - the Tritan process for producing extra-strong, break resistant crystal glass

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stemware and barware of superb quality and brilliance. The Tritan technology is applied to contemporary as well as classic designs in the new collections, offering a full range of product for the spectrum of dining venues.

“The new Schott Zwiesel line is tailored to the current demands of our market: to provide the quality and design in glassware that consumers not only appreciate but have come to expect when dining out,” Mr. Hamberger said.

Leading the 2005 design entries, for example, is Forté, a collection of seven glasses – shapely bowls and slender stems – with curving, flowing lines that reflect today’s fashion trends.

To assure restaurant operators of top quality service, Fortessa conducted seminar sessions in September, to train company salespeople on the new Schott Zwiesel product lines, and as well, on the fine points of glass-making.

Central to the execution of the Schott Zwiesel marketing strategy is Fortessa’s new expanded headquarters in Sterling, VA, which comprises state-of-the-art warehousing and shipping facilities.

“We can now offer the world’s finest glassware for everyday dining enjoyment – and as a source of profit for our restaurant customers,” Mr. Hamberger said.

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