



Fortessa, Inc. 800.296.7508

LEADING THE WAY IN TABLEWARE Highlights Tracing Fortessa's Growth

1993 - Begins operations (as precursor company Great American Trading Company, Inc.) in the tableware industry with the introduction of Eschenbach porcelain to the U.S. market, focusing on fine porcelain dinnerware for the professional culinary industry and the home.

1997 - Expands into a "total table" operation, adding flatware, glassware and tabletop accessories.

* Pioneers the concept of specialty dinnerware in the foodservice market with introduction of the "Cuisine Collection"™ of oval, rectangular, and square shapes.

2000 - Consolidates all company product lines under the Fortessa® banner, reflecting the diversification of product assortment and emphasis on proprietary designs.

* Introduces its first range of Fortessa Bone China,™ leading the market in the "rediscovery" of this medium for the foodservice industry.

* Introduces comprehensive collection of specialty glass tableware and accessories for the foodservice industry and expands its specialty dinnerware collection with the creation of the Accentz™ concept.

2001 - In the first of a series of product innovations utilizing specialty materials, introduces Fortaluxe®, a composition that offers enhanced durability characteristics compared to traditional porcelain.

2002 - Unveils its first signature flatware designs simultaneously in the consumer and commercial foodservice industries, leading the way in a new industry trend: the crossover between residential and professional tableware.

2003 - Opening new frontiers, establishes Fortessa of Canada, to serve the Canadian market and partners with Guillesa SA de CV, to serve the Mexican market.

* Continues to lead an industry-wide style wave of new shapes in dinnerware -squares, rectangles, and geometric forms - with additions to the Accentz collection, including the seminal "Onda" undulating bone china bowl.

* Announces sponsorship of American Culinary Federation's (ACF) Culinary Team, to provide china for chefs participating in international culinary competitions.



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2003 - Continued

* Co-founds and supports the Chefs on Bikes™ event, a collegial gathering of culinary experts, all motorcycle fans, from leading restaurants in Washington, DC - destined to grow into an annual fundraising event for Share Our Strength.

2004 - Starting the company's second decade, moves to a new home and expanded facilities - offices, showroom, warehouse - in Sterling, Virginia.

* In April, advancing its mission of "leading the way in tableware," announces agreement with Zwiesel Kristallglas, AG, world-famous producer of Schott Zwiesel® and the tritan™ crystal glass, becoming exclusive North American source for the company's tritan and handcrafted stemware.

* Wins ACF "Industry Partnership Award," the first tabletop company honored since the award was established in 1986.

2005 - Opens a showroom and warehouse facility in Las Vegas - to serve the country's western region.

2006 - Expands with the addition of a 90,000-square foot warehouse in nearby Winchester, VA, establishing the only active Foreign Trade Zone in Northern Virginia.

* Launches Fortessa of Europe to bring Fortessa's quality, value, and service to the European and Middle Eastern markets.

* Upgrades the company Information Technology system, providing control data on quality, distribution and production in all operations.

* Tailors its best-selling, chef-approved products for a new retail collection, bringing five-star restaurant designs to the home table.

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