



NEWS RELEASE

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SNAIDERO USA PARTNERS WITH ARCHITECTURAL DIGEST AND THE ACADEMY OF TELEVISION ARTS & SCIENCES TO HOST THE PRIMETIME EMMY® AWARDS NOMINEE RECEPTION FOR THE ART DIRECTORS/SET DECORATORS PEER GROUP

Italian kitchen company brings Hollywood-style party to future site of The Ritz Carlton Residences at L.A. LIVE®, which will feature Snaidero products

LOS ANGELES, CA - August 20, 2008 – Snaidero USA has partnered with *Architectural Digest* to host the Academy of Television Arts & Sciences Reception in honor of this year's Emmys' nominees for "Outstanding Art Direction."

The red carpet event took place on Tuesday, August 19, at the sales gallery for The Ritz Carlton Residences at L.A. LIVE, the 224 luxury condominiums in construction in Downtown Los Angeles which will feature Snaidero's made-in-Italy kitchen cabinets among other top-of-the-line brands and first-class amenities. The property is being built by AEG, one of the leading sports and



entertainment presenters in the world, as part of its L.A. LIVE development, soon to be the greatest sports, residential and entertainment district of the city.

The residential project, brought to Snaidero USA by its own Operations Manager, Mr. Davide Cremese, represents an important step in the company's

continuous growth as the leading luxury kitchen provider for the North-American multihousing industry. More than 15,000 Snaidero kitchens have been installed in over 110 developments to date.

The sales gallery for The Ritz Carlton Residences at L.A. LIVE, with its models of the new high-rise and L.A. LIVE neighborhood and the reproductions of the upscale living areas that the residences will offer (including a display of Snaidero's Sistema Zeta kitchen in satin teak) provided the perfect location for the Primetime Emmy nominee party.

"We are here to celebrate achievements in Television, one of the things Los Angeles is best known for," said Mrs. Anna Paola Snaidero, VP of PR and Advertising for Snaidero USA, "so I am very happy that our partnerships with AEG and *Architectural Digest* allowed us to bring the reception here, in a place that showcases what I believe is going to become the most sophisticated landmark of the city's skyline. The television Academy is honoring the artists who bring design to the most popular TV shows. Likewise, The Ritz Carlton Residences at L.A. LIVE are a supreme example of great design and architectural vision. Snaidero USA is proud of being part of such a project and of bringing a bit of Italian flair to Downtown Los Angeles."

Over 200 guests attended the event, including more than seventy peer group members of the Academy's art directors/set decorators peer group and 27 nominees marking the biggest turnout yet for this annual party. It was an eclectic mix of art directors, set decorators, Hollywood insiders, top architects, interior designers and developers of the Los Angeles community. Mrs. Snaidero and Mr. Davide Cremese were present on behalf of Snaidero USA, along with Governor Dwight Jackson of the Academy of Television Arts & Sciences, John Shaffner, Chairman of the Academy of Television Arts & Sciences, the General Consul of Italy Hon. Nicola Faganello and John Coyle of AEG Worldwide.

About Snaidero USA

Snaidero USA is the exclusive North American distributor of Snaidero kitchen cabinets. For over 30 years, Snaidero USA has offered the finest in luxury Italian kitchen design to North America through a retail network of 26 showrooms. Snaidero USA also serves the multihousing industry, partnering with top developers like Trump, Turnberry, AEG, ASPAC Developments and the CMC Group, for over 110 projects completed to date. Today, under the leadership of its President, Mr. Dario Snaidero, Snaidero USA is the leader in North-American imports of European kitchen cabinets. For additional information, please visit www.snaidero-usa.com

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