



NEWS RELEASE

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SNAIDERO USA BRINGS HIGH-END MADE-IN-ITALY KITCHENS TO NEW RITZ-CARLTON RESIDENCES

*Exclusive North-American distributor for Snaidero partners with AEG on luxury condos in
Downtown Los Angeles*

LOS ANGELES, CA, August 4, 2008 – Snaidero USA will provide the kitchen cabinets for the new Ritz-Carlton Residences at L.A. Live: 224 luxury homes that are being built in Downtown Los Angeles above the Ritz-Carlton Hotel®, from the 27th to the 52nd floor. The building, designed by renowned architectural firm Gensler with a sleek exterior look, is going to tower over the lively sports and entertainment district of L.A. Live, the city's blossoming hotspot.

Buyers of the new residences will enjoy the world-class craftsmanship and design quality of the kitchens manufactured in Italy by Snaidero. The Sistema Zeta cabinetry will be part of the interior of 212 homes, in three optional finishes: satin teak, dark oak or Ice white high-gloss lacquer. The 12 penthouses will feature the elegant lines of the Time kitchen, designed for Snaidero by the award-winning team of Lucci & Orlandini, with available finishes in teak or dark oak wood.



The high-profile partnership with developer AEG is the latest addition to the fast-growing resume that Snaidero USA is building in the multihousing industry, thanks to the company's proven record

of fulfilling builders' needs and expectations through quality products and personalized customer service. In the past 16 years, Snaidero USA has been awarded over 110 projects for a total of more than 15,000 kitchens installed across North America: from Florida to the Hawaii, from Chicago to the Caribbean, from Vancouver and Calgary to Las Vegas and all the way down to Honduras. This tremendous expansion, which is now spreading through California, has contributed to making Snaidero the European kitchen brand of choice for the most luxurious condo developments.

The Ritz-Carlton Residences at L.A. Live are the perfect match for Snaidero: an iconic, contemporary building with stunning interiors. These are properties for sophisticated homebuyers looking for top-notch amenities, a cosmopolitan lifestyle and connection to a dynamic, urban environment.

Says Dario Snaidero, President & CEO of Snaidero USA: "We are honored to be able to partner with such reputable names as AEG and Gensler and bring the unique, contemporary design of our Italian kitchens to this first-class development, which is set to become the new landmark of the Los Angeles skyline."

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

About Snaidero Rino - Italy

Founded in 1946, Snaidero Rino is Italy's leading manufacturer of high-end kitchen cabinets. Always at the forefront of style and innovation, Snaidero Rino partners with world-renowned artists, architects, and industrial designers, such as Ferrari stylist Pininfarina, international architect Massimo Iosa Ghini and acclaimed Italian designers Lucci and Orlandini, to create functional top-of-the-line products manufactured with environmental responsibility.

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