

Press release

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KWC AMERICA reveals its newest kitchen faucet at K/BIS

The new KWC AVA range delivers peak performance and sophistication

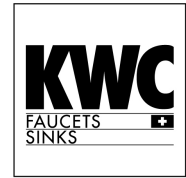
NORCROSS, Ga. (April 2009) – Forming a link between the world of traditional and modern looks, KWC AMERICA's new KWC AVA faucet expands the kitchen's design potential. Beyond its transitional look, KWC AVA enhances users' ease of operation with modern technology.

Launched in the U.S. at K/BIS 2009, the KWC AVA operates on a new principle with invisible lever mechanics. When the faucet is turned on, the lever moves and lifts simultaneously, creating an entirely new operating sensation.

"The combination of cylindrical and cubic shapes gives the KWC AVA an unmistakable character," says Chris Marshall, President and CEO of KWC AMERICA. "Our talented team of designers and engineers seamlessly pair innovation and sophistication that is sure to please the most demanding customers."

With its multi-faceted design appeal, the KWC AVA satisfies a wide array of decorating needs. The transitional look is neither too formal nor informal, and is a fusion of both classic and more modern looks. And with its ease of use, KWC AVA is convenient for everyday cooking and entertaining a crowd.

A soap dispenser designed to match KWC AVA's style and character presents a useful addition for consumers. This practical option represents KWC's emphasis on attention to detail.



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To compliment today's kitchens, the KWC AVA will be available in Splendure™ stainless steel and chrome finishes.

For more information about the KWC AVA or other KWC AMERICA products, call 678 334 2121 or visit www.kwc.us.com.

About KWC

KWC is part of the HANSA group and is currently a leading supplier of luxury kitchen and bath faucets, sinks, shower systems and accessories in North America. For more than 130 years, KWC has defined Swiss Excellence and is proud to be the first faucet manufacturer in Switzerland to receive the ISO 9001 Quality Assurance Certificate.

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