



Media Contact: Nikki Harmon
Kleber & Associates
770.518.1000 x216
nharmon@kleberandassociates.com

KWC AMERICA OPENS NEW DOORS IN FLORIDA Advantage Marketing, Inc., Now Represents KWC and Hansa Products

LITHIA, Fla. (March 2008) – KWC AMERICA is pleased to announce a new industry partnership with Advantage Marketing, Inc. The most recent manufacturers representative of KWC and Hansa products, Advantage will enhance KWC AMERICA's distribution efforts throughout Florida.

“Florida continues to be a growing market for KWC and Hansa as we have secured several large residential and commercial projects in recent months,” comments Chris Marshall, president and CEO of KWC AMERICA. “The outlook for 2008 is promising and I look forward to strengthening our presence within this important region and building a successful relationship with Advantage Marketing.”

A young firm, Advantage Marketing was opened in April 2004 with a combined 100 years of experience in the plumbing industry. Under the leadership of Matt Ceren, Advantage has worked to elevate the standards for manufacturers' representatives throughout the Florida area.

With plans to continue to develop the KWC and Hansa product offerings over the next year, Advantage will aid in creating a substantial impact on the Florida market.

For more information about KWC AMERICA call 678.334.2121 or visit www.kwcamerica.com.
For information about Hansa visit www.hansa.com.

About HANSA and KWC

Based in Germany, Hansa is part of the HANSA group and is world-renowned for its innovative and groundbreaking designs in the kitchen and bath industry. For nearly 100 years, Hansa has been dedicated to global development of its family-owned and operated business.

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.

###