

FOR IMMEDIATE RELEASE

BERNINA DEALER TO SHOWCASE NEW 7 SERIES AT THE ROCKY MOUNTAIN SEWING & CRAFT FESTIVAL IN BILLINGS, MONTANA

BERNINA Sewing Center will exhibit the B 780 E on September 20 – 22

AURORA, Ill. – September 6, 2012 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that BERNINA Sewing Center, a BERNINA Dealer located in Billings, Mont., will exhibit and showcase its new and state-of-the-art B 780 E machine at the Rocky Mountain Sewing & Craft Festival. The B 780 E is a part of BERNINA's new 7 Series line, available at U.S. BERNINA Dealerships in late October. The festival is being held at the Shrine Auditorium, 1125 Broadwater Ave. in Billings, on Thursday, September 20 through Saturday, September 22.

BERNINA's new 7 Series line of machines – the B 780 E (Embroidery), B 750 QE (Quilter's Edition) and B 710 – feature the world's first, patent-pending BERNINA 9 Hook (B 9 Hook) that uniquely combines the advantages of the two best hook technologies: the rotary and CB hook. This hook system enables higher sewing and embroidery speeds, up to 9 mm stitch width and 80 percent more bobbin capacity than BERNINA's standard bobbins. The 7 Series also includes an extended freearm area with 10 inches of space to the right of the needle and a practical extension table with ample space to hold your larger sewing projects.

The Rocky Mountain Sewing & Craft Festival will feature a variety of classes on topics including quilting, sewing, fabric dying, knitting, felting, jewelry making, and crafts. Festival attendees will also get the chance to participate in "Operation Comfort Doll," in which rag dolls will be created and donated to domestic abuse shelters. In addition, Mary Mulari, a sewing educator, author and pattern designer, will present a seminar on vintage aprons. For more information about the festival, including show hours and admission prices, please visit www.co.yellowstone.mt.gov/extension/.

Located at 1505 Rheberg Lane in Billings, BERNINA Sewing Center is a BERNINA-exclusive dealer that provides top-quality service to area residents. The dealer offers the full line of BERNINA sewing machines, software and accessories, and also provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information on BERNINA Sewing Center, please visit www.berninabillings.com.

About BERNINA

Founded in Switzerland more than 100 years ago, BERNINA is the world's premier manufacturer with a proven reputation for offering state-of-the-art sewing and embroidery systems, sergers and embroidery software. BERNINA's leadership is marked by an impressive number of industry leaders, influencers and artisans who chose to partner with the company. BERNINA products are sold in the United States through a network of approximately 450 fully trained independent dealerships. In 2008, the company introduced the revolutionary BERNINA 830, a machine designed to change the home sewing industry. To learn more, visit www.bernina.com or call (630)978-2500.

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Media Contacts for BERNINA of America, Inc.:

Ryan Nangle, (312)780-7210, rnangle@dresnerco.com

Doug Dusik, (312)780-7218, ddusik@dresnerco.com