

FOR IMMEDIATE RELEASE

**BERNINA INTERNATIONAL OWNER HANSPETER UELTSCHI TO VISIT
BYRNE SEWING CONNECTION ON TUESDAY NOVEMBER 4 IN
DOYLESTOWN PENNSYLVANIA**

Mr. Ueltschi will meet guests, provide a company overview and sign machines

AURORA, Ill. – October 21, 2014 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Hanspeter Ueltschi, fourth-generation owner of BERNINA International, will visit BERNINA Dealer, Byrne Sewing Connection on Tuesday, November 4 from 2:00 p.m. until 4:00 p.m. Mr. Ueltschi will meet guests, provide a BERNINA company overview, highlight new BERNINA products, and sign customer sewing machines. The event will take place at the store located at 422 East Butler Avenue in Doylestown (New Britain). For more information call the store at (215)230-9411.

Byrne Sewing Connection is an authorized BERNINA Dealer which provides top-quality support, education and service to area residents. The Dealer sells BERNINA sewing machines and software, and also provides a variety of sewing, embroidery and quilting classes for people of all skill levels. For more information, visit www.byrne Sewing.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 and to find a dealer, visit www.bernina.com or call (630)978-2500.

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Media Contacts for BERNINA of America, Inc.:

Joanne Tedesco, (312)780-7210, jtedesco@dresnerco.com
Doug Dusik, (312)780-7218, ddusik@dresnerco.com