

FOR IMMEDIATE RELEASE

BERNINA DEALER TO SHOWCASE NEW 7 SERIES LINE AT THE L.A. COUNTY FAIR IN POMONA, CALIFORNIA

*Upland Vacuum & Sewing will exhibit the B 780 E at booths C7351 and C7355
in Expo Hall 7 from August 31 – September 30*

AURORA, Ill. – August 28, 2012 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Upland Vacuum & Sewing, a BERNINA Dealer located in Upland, Calif., will exhibit and showcase its new and state-of-the-art B 780 E machine at booths C7351 and C7355 in the L.A. County Fair Exhibition Building. The B 780 E is a part of BERNINA's new 7 Series line, available at U.S. BERNINA Dealerships in October. The L.A. County Fair is being held at 1101 W. McKinley Ave. in Pomona, Calif. on Friday, August 31 through Sunday, September 30.

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 L.A. County Fair, which marks its 90th anniversary this year, will feature concerts with headlining entertainment, competitions in a variety of categories and a carnival filled with fun for the whole family. The fair will also include live horse racing, more than 600 retail vendors and a flower and garden pavilion. For more information about the L.A. County Fair, including hours and admission prices, please visit www.lacountyfair.com/2012/index.asp.

Located at 113 North Second Ave. in Upland, Upland Vacuum & Sewing is a certified BERNINA 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 ages. For more information on Upland Vacuum & Sewing, please visit www.uplandvacsew.com/index.htm.

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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