

FOR IMMEDIATE RELEASE

BERNINA DEALER TO SHOWCASE NEW 7 SERIES LINE AT AQS QUILTWEEK™ IN LANCASTER, PENNSYLVANIA

*Hinkletown Sewing Machine Shop will also exhibit Quilt Motion
and Quilter's Creative Touch software at booths 1244 and 1343*

AURORA, Ill. – February 27, 2013 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that Hinkletown Sewing Machine Shop in Ephrata, Pa., will showcase its new 7 Series line at the 2013 American Quilter's Society's (AQS) QuiltWeek™ in Lancaster, Pa., from Wednesday, March 13, to Saturday, March 16. Attendees can also test drive the Quilt Motion and Quilter's Creative Touch software on a BERNINA Quilt Frame when they visit Hinkletown Sewing Machine Shop at booths 1244 and 1343. In addition, Alex Anderson, National Spokesperson for BERNINA of America and co-host of the online program *The Quilt Show*, will be teaching two classes at QuiltWeek™ on Wednesday, March 13 and Friday, March 15. QuiltWeek™ takes place at the Lancaster County Convention Center, located at 25 South Queen St.

BERNINA's new 7 Series line of sewing, quilting and embroidery machines features the BERNINA 780 E (Embroidery), the BERNINA 750 QE (Quilter's Edition), and the BERNINA 710. Each 7 Series machine includes an extended frearm area with 10 inches of space to the right of the needle and a practical extension table with ample space to hold larger sewing projects. The 7 Series also features the world's first, patent-pending BERNINA 9 Hook (B 9 Hook), which enables higher sewing and embroidery speeds, a wider stitch width and extra thread capacity in the bobbin.

Ms. Anderson will host "Fabrics A to Z" on Wednesday, March 13 from 4 – 5:30 p.m. and "If Her Quilts Could Talk – And They Do!" on Friday, March 15 from 7:30 – 9 p.m. Her numerous best-selling quilting books have made her one of the most published quilting authors. To learn more about Ms. Anderson, please visit www.alexandersonquilts.com/.

AQS QuiltWeek™ in Lancaster will feature more than 125 vendors, along with quilt exhibits, lectures and a multitude of workshops for quilters of all skill levels. For more information about the quilt show, including show hours and admission prices, and to register online for classes, please visit <http://aqsshows.com/AQSLancaster/>.

Located at 232 Wanner Road in Ephrata, Hinkletown Sewing Machine Shop 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 provides a variety of sewing, embroidery and quilting classes for people of all skill levels.

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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