

FOR IMMEDIATE RELEASE

BERNINA OF AMERICA TO SHOW 7 SERIES AND QUILTING LINE AT QUILTCON, FEBRUARY 21 – 24 IN AUSTIN, TEXAS

*BERNINA Dealer Sew Much More will also demonstrate the BERNINA 780 E
and BERNINA Stitch Regulator during separate 30-minute demonstrations*

AURORA, Ill. – February 14, 2013 – BERNINA of America, the premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that it is a Gold-Level sponsor of QuiltCon, the inaugural conference and show of The Modern Quilt Guild. QuiltCon runs Thursday, February 21 to Sunday, February 24 at the Austin Convention Center, 500 E. Cesar Chavez St., Austin, Texas. The new BERNINA 750 QE (Quilter's Edition) and BERNINA 780 E (Embroidery) will be on display at booth 414, along with BERNINA's full line of quilting machines. In addition, Barbara Goldkorn, co-founder of BERNINA Dealer Sew Much More in Austin, will lead two 30-minute demonstrations on the BERNINA 780 E and the BERNINA Stitch Regular (BSR).

The new 7 Series line of machines includes the BERNINA 710, the BERNINA 750 QE and the BERNINA 780 E. The 7 Series features the world's first, patent-pending BERNINA 9 Hook (B 9 Hook), which uniquely combines the advantages of the two best hook technologies, the rotary and CB hook, enabling higher sewing and embroidery speeds, up to 9 mm stitch width and 80 percent more bobbin capacity. Each 7 Series machine is equipped with a color touch screen and the integrated BERNINA Dual Feed, which tames hard-to-manage and fine fabrics.

Ms. Goldkorn will use the BERNINA 780 E during her demonstration, "Crazy Stitching Quilting on BERNINA," on Saturday, February 23 at 12:30 p.m. She also will use the BERNINA 780 E for her second demonstration, "Quilt Finishing on BERNINA with the BERNINA Stitch Regulator (BSR)," on Sunday, February 24 at 1:30 p.m. Ms. Goldkorn's store, Sew Much More, located at 3010 W. Anderson Lane, was founded in 1984 and carries the full line of BERNINA machines. Sew Much More offers a variety of sewing classes for people of all ages and skill levels, and has been inducted into the BERNINA Century Club, which boasts the country's largest and most respected BERNINA Dealers. For more information about Sew Much More, please visit www.sewaustin.com.

QuiltCon is being presented by The Modern Quilt Guild, which has expanded rapidly in less than three years to include thousands of members in over 100 chapters. The four-day conference and show will feature top modern quilting instructors and is expected to attract attendees from around the world. The conference also will include a juried quilt show with hundreds of quilts and thousands of dollars in cash prizes. Additionally, more than 70 vendors will offer attendees a distinct shopping experience geared toward the interests and tastes of modern-day quilters. For more information about QuiltCon, please visit www.quiltcon.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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