

FOR IMMEDIATE RELEASE

BERNINA ANNOUNCES NEW DEALER GRAND OPENING IN NEW YORK CITY ON SATURDAY, JUNE 16

BERNINA International owner Hanspeter Ueltschi to visit The City Quilter on Thursday, July 5

AURORA, III. – May 31, 2012 – BERNINA of America, the world's premier manufacturer of sewing, embroidery and quilting machines, is pleased to announce that The City Quilter in New York City will hold its BERNINA grand opening on Saturday, June 16. Located at 133 West 25th Street, The City Quilter will offer giveaways and product demonstrations beginning at 11 a.m. Additionally, Hanspeter Ueltschi, fourth generation owner of BERNINA International, will visit The City Quilter on Thursday, July 5 and give a presentation on the history of sewing machines.

To celebrate its grand opening, The City Quilter is also hosting a Creative Challenge, a sewing, embroidery and quilting competition. As part of the competition, customers are encouraged to submit in-store any finished product they've created using a BERNINA machine. Participants can drop off their project Tuesday, June 12 through Thursday, June 15 with a label that includes name, phone number and the BERNINA model used. First, second and third place winners will be selected by BERNINA district sales manager, Gayle Schliemann based on creativity. The top three winners will each receive store gift cards and will have their projects featured on The City Quilter's Facebook page as well as put on display at the store during the BERNINA grand opening event.

Customers who visit The City Quilter on Saturday, June 16 are also eligible to win prizes, including BERNINA feet, fabric and books. Product demonstration topics will include the BERNINA CutWork tool, needle felting and machine embroidery. Ms. Schliemann will also provide hourly feet demos from 11 a.m. to 5 p.m., including Q&A sessions for attendees.

Additionally, Mr. Ueltschi will speak at The City Quilter on Thursday, July 5 beginning at 1:30 p.m. in the store's ArtQuilt Gallery•NYC. Following Mr. Ueltschi's presentation, he will be available to sign autographs for attendees. The ArtQuilt Gallery•NYC will also feature contemporary art quilts made with BERNINA machines by Switzerland-native Sylvia Einstein as part of an exhibit titled, "Let Fabric Speak." For more information about the ArtQuilt Gallery•NYC, please visit www.artquiltgallerynyc.com.

Since its opening in February 1997, The City Quilter has served New York's quilters and fabric artists, and visitors from all over the world. The 4,000 square foot shop offers the full line of BERNINA sewing machines and features more than 4,000 bolts of cotton fabric. In 2011, The City Quilter's owners opened The ArtQuilt Gallery•NYC, which is devoted exclusively to contemporary art quilts. For more information about The City Quilter, please visit www.cityquilter.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.berninausa.com or call (630)978-2500.

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