

PRESS RELEASE

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PFAFF® CREATIVE VISION™ SEWING AND EMBROIDERY MACHINE RECEIVES HIGHEST INTERNATIONAL DESIGN RECOGNITION

INTERNATIONAL JURY AWARDS THE PFAFF CREATIVE VISION MACHINE WITH THE RED DOT—THE BEST OF THE BEST

Hamilton, Bermuda, March 25, 2008 – Today SVP Worldwide, owner of PFAFF®—the world’s leading brand of premier sewing and embroidery machines, announced the new [PFAFF CREATIVE VISION™](#) sewing and embroidery machine has been awarded the prestigious international 2008 Red Dot Design Award—The Best of the Best. The state-of-the-art machine offers unprecedented sewing precision, brightness and more sewing space and is easily recognized for its pioneering design.

“The PFAFF team is honored by the prestigious international recognition of the Red Dot—The Best of the Best Design Award—for household products,” said Don Fletcher, CEO of SVP Worldwide. “PFAFF sewing machines have been the pinnacle of German design and engineering for more than 145 years. Experienced sewers, and now design experts from around the world, have found that the CREATIVE VISION machine is delivering on its tagline—The More You Want The More You Get.”

“The aim of the Red Dot Design Award is to make well-designed innovative products stand out from the rest,” said Professor Dr. Peter Zec, Initiator of the Red Dot Design Award. “The design excellence found in the Red Dot recipient’s products appeal to all the senses, awakens emotions, and promote the enhancement of everyday life. Design should not only make everyday life more beautiful, it should also make it easier!”

Offering more unique features than any other sewing machine, the CREATIVE VISION machine offers sewers previously unavailable features and benefits including the largest embroidery area available in the market today. Custom, adjustable LED lighting allows sewers to perfectly illuminate their sewing space and with the Original IDT™ system and precise positioning, sewers can create the largest and most intricate embroideries in the industry and create sewing projects with unprecedented amounts of fabric.

Participating in the 2008 Red Dot Design Awards competition were companies from 51 countries submitting a total of 3,203 products to the international jury. After examining and testing the products to assess them against the judging criteria of degree of innovation, functionality, formal quality, ergonomics, durability, symbolic and emotional content, product peripherals, self-explanatory quality and ecological soundness, fifty products in sixteen categories were selected.

“The culmination of the CREATIVE VISION sewing machine’s development and design is an example why PFAFF sewing machines are the number one choice for the most advanced sewers around the world,” said Brad Hunsaker, Global Vice President of Sales and Marketing for SVP Worldwide.

The pinnacle of the international competition—the festive gala awards ceremony held in the Essen Opera House, Essen Germany on June 23, 2008—will bring together award honorees with over 1,000 design greats and personalities from politics, sports, media and entertainment from around the world.

The PFAFF CREATIVE VISION sewing and embroidery machine, along with the other award-winning products, will be on display from June 24 to July 27, 2008 in the exhibition titled “Design on Stage—Winners Red Dot Award: Product Design 2008” at the Red Dot Design Museum on the premises of the ‘Zeche Zollverein’ World Cultural Heritage Site in Germany. The Red Dot Design Museum houses the largest permanent exhibition of contemporary design worldwide.

About PFAFF

The pinnacle of German design and engineering, PFAFF sewing machines are the world’s premier precision machines that sewers aspire to own. The PFAFF brand has a 145 year sewing heritage that creates a climate for continued development and design of high quality sewing and embroidery machines. As the perfecter of the sewing craft, PFAFF machines are the creative catalyst for passionate sewers giving high quality results in all aspects of sewing. Known for technical refinements and precision, PFAFF sewing and embroidery machines inspire sewers to perfect their art.

About SVP Worldwide®

SVP Worldwide, a global company headquartered in Hamilton, Bermuda and doing business through its affiliated companies in over 190 countries, specializes in the design, manufacture and sale of high quality household sewing machines and related products under the SINGER, HUSQVARNA VIKING, and PFAFF brand names. For more information about the Company and the company’s brands view the following websites: www.svpworldwide.com, www.singer.com, www.husqvarnaviking.com, www.pfaff.com, www.sewingideas.com, and www.myembroideries.com.

About the Red Dot Design Award:

Today, the Red Dot Design Award, the origins of which go back to 1955, is one of the largest and most renowned design competitions worldwide. It consists of the individual disciplines “red dot award: product design,” “red dot award: communication design,” and “red dot award: design concept,” which has been held annually in Singapore since 2005. For further information please visit www.red-dot.de/press.

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