

news release



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FOR IMMEDIATE RELEASE

Green All The Way! Fagor America Launches New Corporate Branding Website

Lyndhurst, NJ - November 2007 - Fagor America, manufacturer of premium, high-quality appliances and cookware, announced the launch of their new interactive website accessible at www.fagoramerica.com. The new website focuses on re-branding of the corporate image to align with the company's "green" mission statement and Fagor's commitment to the environment via eco-friendly products. The new Fagor website is another extension of this commitment with new and improved tools.

The site is designed to be easy to navigate allowing users to quickly locate important product information for all appliances and cookware lines in a variety of ways. Users will find a more interactive experience allowing them to register product, view instructional videos, request literature, and shop for accessories and replacement parts.

"We strive to offer products that provide customers with the freedom to spend less time performing household chores and more time enjoying and enhancing their quality of life. Our goal with the new website is to provide the savvy user with an easy and interactive experience while enticing users with the uniqueness of our brand via relevant product information." said Sara De la Hera, Vice President of Sales & Marketing for Fagor America.

The recipe library enables users to view delicious recipes that can be used with Fagor cookware, while the article library provides education on different topics. The site also features a wealth of technical information including manuals, specifications, and FAQ's for users, architects, builders, and kitchen designers to reference.

Professionals will be able to receive new product updates when they register for the e-newsletter. In addition to e-newsletter updates, resellers can easily download new product information, promotional offers, ad campaigns, and point of sale materials and also register for press room updates. Fagor special events are highlighted including cookware events, where chefs do a cooking presentation for customers while using Fagor cookware.

For more information on Fagor appliances and cookware, please visit:
www.fagoramerica.com or call 201.804.3900.

About Fagor America Inc.

Fagor America Inc, headquartered in Lyndhurst, NJ, USA is a wholly owned subsidiary of Fagor Electrodomesticos, Spain. The Fagor brand is marketed in 100 countries. Fagor Electrodomesticos employs more than 12,000 people in 17 countries and operates 16 factories in three continents. Fagor is the worldwide leader in built-in induction cook tops, the leading appliance manufacturer in both Spain and France and the fifth largest appliance manufacturer in Europe.

Present in the US since 1992 with high-quality stainless steel cookware as the core product offering, today Fagor's North American appliance line consists of induction, gas & radiant cooktops, refrigerators, dishwashers, convection ovens & range hoods. Fagor products bring together efficient, eco-friendly European styling tailored to American consumer's needs. They are distinguished for having beautifully designed products constructed from the finest materials, and are user friendly and consistently reliable. For more information visit:
www.fagoramerica.com

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