

For Immediate Release

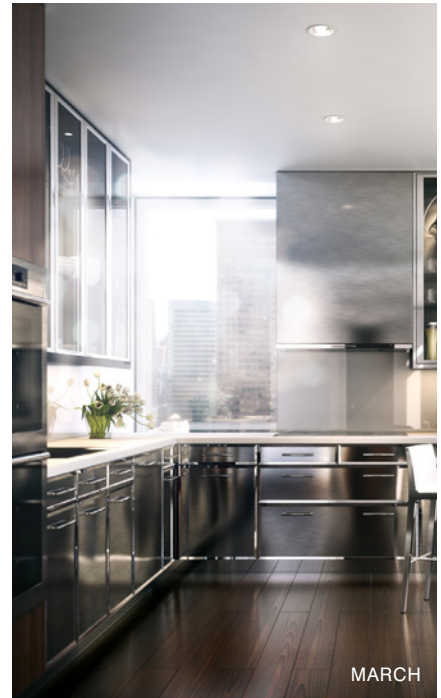
SieMatic Continues to Penetrate Luxury Residence Market

SieMatic to furnish kitchens for ultra-luxury development Baccarat Hotel & Residences

(Feasterville, PA, July 30, 2013) SieMatic was chosen to furnish all 61 kitchens of the residence units of Baccarat Hotel & Residences New York, a luxury hotel/condominium project by Starwood Capital Group and Tribeca Associates, LLC, which is currently under construction. Situated opposite the Museum of Modern Art, at 5th Avenue and 53rd Street in Midtown Manhattan, the 61 condominiums of the 50-story glass tower, which includes a 114-room Baccarat Hotel, are expected to begin occupancy third quarter 2014. SieMatic kitchens were chosen for the project for their design, with attention to superb European quality and elegant, jewel-like finishes, commensurate with Baccarat's celebrated reputation in the luxury experience and "the art of living."

"We are very excited to be a part of this project," said president and CEO of SieMatic Möbelwerke USA, Hans Henkes. "The fact that we are highly regarded by prestigious architects and developers speaks to our superior quality standards, sophistication, and leadership in premier kitchen design." The hotel and condominiums bear the name of Baccarat Crystal of Baccarat, France, manufacturer of fine crystal glassware, which was acquired by Starwood Capital Group in 2005, and originally created in 1764 by royal decree from King Louis XV. Baccarat Hotel & Residences feature the company's crystal chandeliers and tout an unrivaled level of service and luxury. "Layered in with a unique experience, world-class amenities, and a 250 year-old brand, these SieMatic kitchens perfectly represent the quality and design that is synonymous with the luxury that is Baccarat Residences," said Kemper Hyers, senior vice president of design at Starwood Capital Group.

The project continues SieMatic's growing presence in the luxury residence market after architecture and interior design firm CetraRuddy selected SieMatic BeauxArts.02 for its Upper East Side luxury mid-rise project late last year. SieMatic kitchens featured in Baccarat Residences units will include sleek, white Iceberg granite countertops and cabinets in a combination of ebonized walnut gloss veneer, and brushed nickel with polished nickel frames. Select units will include elegant, tall glass wall cabinets. SieMatic worked closely with architecture firm Skidmore, Owings & Merrill, LLP and award-winning interior designer Tony Ingrao. Much of the design is custom, with some paneling made exclusively for the project. The project includes a duplex penthouse that lists high in the tens of millions of dollars.



SieMatic BeauxArts.02 in Baccarat Residences includes sleek, white Iceberg granite countertops, and cabinets in ebonized walnut gloss veneer and brushed and polished nickel

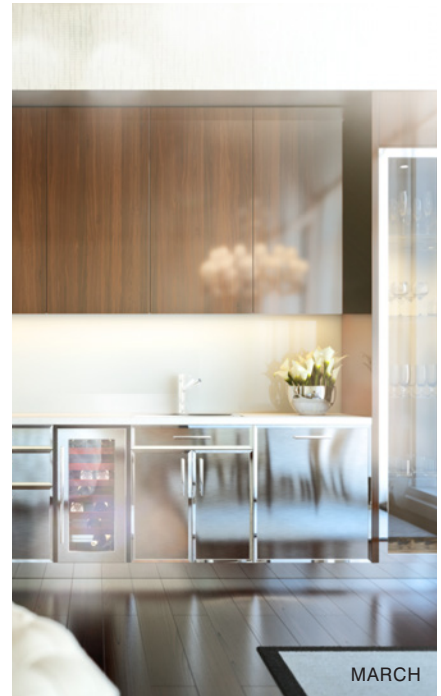
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Currently available in over 62 countries on five continents, SieMatic is an industry leader in the premier kitchen segment with an unyielding commitment to innovative engineering and manufacturing excellence. The company philosophy of complementing a lifestyle, not just offering a product, makes it unique in the industry. From manufacturing plant to showroom floor, SieMatic's commitment to providing its customers with "the premium lifestyle they deserve," makes the SieMatic brand synonymous with unparalleled luxury.

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Select units include SieMatic
BeauxArts.02 tall glass wall cabinets

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