



April 5, 2009

LAKE GENEVA, WI - VIETRI, America's largest importer of handcrafted Italian dinnerware and home décor products has invited Abbellimento in Lake Geneva to be an exclusive member of its Villa VIETRI Program because of its demonstrated commitment to selling the VIETRI lifestyle. This invitation-only program was designed to create a store within a store; an Italian inspired atmosphere carrying a broad range of VIETRI's offerings. Abbellimento also holds a VIETRI's Silver title reserved for top stores with outstanding customer service and sales growth.

Abbellimento is one of only 12 stores nationwide to be invited into this program in honor of its superior sales and knowledge of VIETRI's Italian products. The store carries a broad selection of VIETRI products including dinnerware, drink ware, flatware, linens, and a vast array of accessories for the home.

"Walking into the VIETRI display at Abbellimento gives you a sense of the glorious Italian lifestyle," said Frances Gravely, VIETRI Co-founder. "The colors, artistry and personality of VIETRI's handcrafted Italian products are displayed with superior taste and originality. It's an inspiration to visit Abbellimento." Located at 728 West Main Street in Lake Geneva, Abbellimento can also be reached by telephone at 262-248-1900 and seen on the Internet at www.abbellimentolg.com. VIETRI's complete line of products may be seen at www.vietri.com and ordered through Abbellimento.