

NATUZZI

ITALIA

Natuzzi Italia Opens second New York Location during NYCxD

Store is dedicated to both the consumer and the A&D community

May 16, 2014: Today, Pasquale Natuzzi, founder, chairman and CEO of Natuzzi Group will be in New York to celebrate the opening of the new Natuzzi Italia store, located at 105 Madison Avenue (at 30th Street). The 5000-square-foot, corner-situated showroom is in the heart of an area that is home to a growing number of designer resources signifying Natuzzi's new direction catering to both the A&D community and a luxury retail consumer. The new store in New York joins Natuzzi Italia's flagship locations in Milan, Paris, Madrid, Sydney, Shanghai, Seoul, Dubai and 290 global store locations.

Natuzzi Italia has chosen to officially launch this new store during NYCxD, where they are participating, for the first time, with a booth: 1748 at ICFF (Javits).

Natuzzi Italia is a division of Natuzzi Group, Italy's largest, most widely recognized * furniture brand , with the greatest global reach (1,192 points of sale). Natuzzi Italia is made entirely in Italy where the company controls all aspects of design, materials and production, and from which it draws inspiration for a way of living.

Natuzzi Italia is undergoing a metamorphosis, the initial results of which are on display today at the new Madison Avenue Shop, with more to come this Fall. The Natuzzi Italia name has traditionally been closely associated with leather. While leather continues to be an area of great importance Natuzzi Italia, has expanded its capabilities to also include a wide range of fabrics and a mixture of materials and colors. The company is also developing a full range of furnishings, from storage and tables to lighting, area rugs and accessories---and, soon, bedroom furniture and linens. Its mission is to become a dedicated resource for an entire "Made in Italy" living environment focused on creating value with integrity following a vision of life that blends tangible and intangible elements, and a search for beauty and harmony in the home.

Re-vive, a new Natuzzi Group brand, represents another new direction for this global design company. Dedicated to technical seating innovation, this new brand is being launched to the public through the new Natuzzi Italia store with a broad line of Re-vive recliners. Activated and balanced by the weight of the user rather than by levers and locks, Re-vive is the world's first performance recliner and promises to fundamentally change the way residential reclining chairs work and feel. (see separate release).

One of Natuzzi's stated goals going forward is to reach the A&D community. The Natuzzi Design Studio is dedicated to expanding into this market through industry associations, retail partners, design schools, and the development of products, materials and programs appropriate to their needs. One example, in the new Natuzzi Italia store, is a special meeting room where designers can bring their clients. Here, a new 3D virtual space planning program, combined with on-site finish and fabric samples, enables designers to work on their client's living quarters helping them visualize the end results in real time.

NATUZZI

ITALIA

All Natuzzi product design comes from the Natuzzi Style Center, a group of over 100 architects, designers, colorists and interior designers located in Italy and headed up by Pasquale Natuzzi. Natuzzi Italia also collaborates with some of Italy's most talented design consultants, including Claudio Bellini, Paola Navone and Studio Memo who are helping to forge a new design direction for the Natuzzi Italia.

Natuzzi Spa

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. designs, manufactures and sells a broad collection of couches, armchairs, home furniture and home accessories. With consolidated revenues of €449.1 million in 2013, Natuzzi is Italy's largest furniture house and the player with the greatest global reach in its sector, with eight manufacturing plants, twelve commercial offices and more than 1,200 points of sale worldwide. Ethics and social responsibility, innovation, industrial know-how and integrated management of its value chain represent the points of strength that have made the Natuzzi Group a market leader and established

Natuzzi as the most recognized furniture brand in the world among consumers of luxury goods. Natuzzi S.p.A. has been listed on the New York Stock Exchange since May 1993. The Company is ISO 9001 and 14001 certified.

**According to an independent survey by Hearst in December 2013 conducted by their holding company, Lagardier and IPSOS (an independent research company)*