

PRESS RELEASE

Natuzzi Italia opens a new Bucharest Location in Baneasa Business & Technology Park.

Bucharest, November 12th 2014 - Pasquale Natuzzi Junior, the Brand Ambassador of the Natuzzi Group and son of the CEO of the Group, will be in Bucharest to celebrate the opening of the new Natuzzi Italia store, located in **Baneasa Business & Technology Park, Bucuresti – Ploiesti Road, 42-44, Building A, Wing A2.**

The new Natuzzi Italia store measures 350 square meters and hosts two collections: **Natuzzi Re-vive and Natuzzi Italia sofas and beds Collection.**

Harmonious living

Natuzzi Italia is a product line of Natuzzi, Italy's largest, most widely recognized furniture brand, with the greatest global reach. 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.

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, 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.

A dream that lives in reality

This is a new and important frontier crossed, which has the structure of a true Beds Collection, strictly Made in Italy, consisting of six models of beds, accompanied by furnishing accessories and exclusive bed linen. Everything necessary to express the care for detail and the love for quality that are hallmarks of Natuzzi style. Also in the bedroom.

The collection was created with the assistance of prestigious designers Claudio Bellini, and Manzoni and Tapinassi from the Studio Memo, who also were responsible for the flagship models from the living area collection.

NATUZZI

ITALIA

Natuzzi Re-vive, an expression of comfort and technology

Re-vive, a new Natuzzi product line, 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.

Natuzzi Design Studio: the ultimate technology dedicated to our clients

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 S.P.A.

Founded in 1959 by Pasquale Natuzzi, the Natuzzi Group designs, manufactures and sells an extensive collection of sofas, armchairs, furniture and home furnishing accessories. With a turnover of € 449.1 million in 2013, the Natuzzi Group is the largest Italian furniture company and the only global player in the sector, with 7 production plants, 12 sales offices and over 1,200 points of sale across the world. Ethics and social responsibility, innovation, industrial know-how and the integrated management of the entire value chain are the strengths that have made the Natuzzi Group the market leader. Natuzzi S.p.A. has been listed on the New York Stock Exchange since 13 May 1993. The Group is certified ISO 9001 and 14001. www.natuzzi.com