



PRESS RELEASE

POGGENPOHL ANNOUNCES SHOWROOM OPENING IN PHILADELPHIA'S OLD CITY

(PHILADELPHIA, PA, February 2009) – Luxury kitchen manufacturer Poggenpohl announces the opening of its new retail studio in Philadelphia. The new 3,500 square foot showroom is located at 230 North 2nd Street, three feet North of the Ben Franklin Bridge, in the heart of Old City. The high-end kitchen design studio is located in the former power plant of the Wilbur Chocolate Factory that occupied the space in the 1920s. **Please join us at our Grand Opening event planned for Thursday, April 2 from 6-8 p.m.**

The full-service design showroom features the top trends in kitchens and the latest innovations in multimedia living. The showroom includes the award-winning kitchen designs +INTEGRATION, PLUSMODO, and +SEGMENTO. "We are excited to open our new design showroom in the heart of Old City and feel confident this showroom will be a tremendous success," said Ted Chappell, president of Poggenpohl U.S., Inc. The showroom caters to designers and architects as well as to design-savvy shoppers interested in owning a state-of-the-art kitchen.

Visitors to the new showroom can view the new Dining Desk introduced at the Milan Furniture Fair and shown for the first time in Pennsylvania, the environmentally-friendly teak décor cabinet finishes as well as the new +Motion Drive technology.

The Poggenpohl showroom is now open to the public as well as the trade, and the opening hours are 9 am – 5 pm, Monday-Saturday.

Poggenpohl is the world's leading luxury kitchen cabinet brand with 11 showrooms and 22 dealers across the United States. Established in 1892, Poggenpohl is the world's oldest kitchen cabinet brand with worldwide headquarters located in Herford, Germany. The Poggenpohl product line has a strong global presence and is available in more than 60 countries. Poggenpohl is a member of the billion dollar Nobia Group, Europe's leading kitchen interiors company with more than 20 top brands within manufacturing and retailing. For more information on Poggenpohl's product line, visit www.poggenpohl-usa.com.

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