

**THE NEW HUSQVARNA VIKING® SAPPHIRE™ SEWING MACHINES
BRING EXCLUSIVE FEATURES TO A WHOLE NEW MARKET**

***NEW SEWING INNOVATIONS BRING INCREASED CONVENIENCE AND
CAPABILITY FOR SEWERS WORLDWIDE***

Hamilton, Bermuda, March 12, 2007 - Today SVP Worldwide, owner of HUSQVARNA VIKING® brand sewing machines—the leading global sewing machine manufacturer, announced the worldwide introduction of its new SAPPHIRE™ line of sewing machines. The new SAPPHIRE 830 and SAPPHIRE 850 sewing machines combine state-of-the-art advancements with HUSQVARNA VIKING brand's renowned craftsmanship to enhance the sewing experience for any sewer. Inspired by the worldwide spotlight on creative sewing, intermediate sewers will find in this new generation of machines exclusive features that have only previously been available on the most expensive machines. SAPPHIRE sewing machines are now available from authorized independent HUSQVARNA VIKING retailers throughout the world.

"HUSQVARNA VIKING sewing machines are known for being high quality, user-friendly machines that enable the beginning sewer to transition to the next skill level," said Don Fletcher, CEO of SVP Worldwide. "The SAPPHIRE line brings the HUSQVARNA VIKING high-end exclusive features to a whole new market of sewers. Whether the interest is quilting, crafting, fashion sewing, or home decor, the SAPPHIRE sewing machine will enable sewers to take their creativity to the next level."

Exclusive features that sewers have desired, but may have been out of reach, are now available in the SAPPHIRE line. The Exclusive Sensor System automatically lowers the presser foot when you start to sew and adjusts the presser foot pressure after sensing the fabric thickness—resulting in a perfect even-feed and the pivot position raises the foot to just the right height for adjusting a project or turning a corner. The SAPPHIRE machine's sewing surface between the machine side and the needle has been extended to an impressive ten inches (25.4 cm)—providing more sewing and fabric space than ever before. With a touch of a button the Exclusive SEWING ADVISOR® feature automatically selects the best stitch and settings for the type and weight of fabric being sewn, and also provides important advice for successful sewing. The LCD GraphicDisplay shows the chosen stitch in actual size before it is sewn, along with other important sewing information. The Exclusive Sensor One-Step Buttonhole Foot creates perfectly balanced buttonholes by sewing both sides of the buttonhole in the same direction. In addition, dual lights illuminate the needle and extended sewing surface to eliminate eye strain and make sewing easier.

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"The HUSQVARNA VIKING line of sewing machines is broad enough to help keep today's enthusiast sewing for a lifetime," said Brad Hunsaker, Global Vice President of Sales and Marketing for SVP Worldwide. "By listening to sewers worldwide and providing features they want—like the SAPPHIRE sewing machine's expanded working area, new exclusives for ease of use, and better light—all at a competitive price, HUSQVARNA VIKING sewing machines continue to be a prestigious influence in the \$2 billion sewing industry."

The HUSQVARNA VIKING® SAPPHIRE™ sewing machines can be viewed at www.husqvarnaviking.com or consumers can visit their local HUSQVARNA VIKING authorized retailer to try the new machines.

To download a high resolution photo of the New HUSQVARNA VIKING® SAPPHIRE™ 830 and/or SAPPHIRE™ 850 sewing machines, visit the digital image database at <http://hv.akess-it.com>, user name: Editor; Password: viking. Click 'Find an Image' and enter 'Sapphire' into the Keyword Search.

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About SVP Worldwide and the HUSQVARNA VIKING brand of sewing machines:

SVP Worldwide is a global company specializing in the design, manufacture and sale of high quality household sewing machines and related products under the HUSQVARNA VIKING brand name that enhance the joy of creative sewing. HUSQVARNA VIKING sewing machines are produced at the company's facility in Husqvarna, Sweden which has designed and manufactured premium sewing machines since 1872. The tradition of fine craftsmanship that has always been associated with HUSQVARNA VIKING sewing machines continues today. SVP Worldwide offers a complete range of HUSQVARNA VIKING sewing machines worldwide for sewers of all skill levels and lifestyles through its authorized independent retailer stores.

The SVP Worldwide enterprise is headquartered in Hamilton, Bermuda and is the owner of the SINGER, VIKING and PFAFF brands of sewing machines, which they manufacture and sell worldwide in over 190 countries.

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