

THE NEW SINGER INSPIRATION™ SEWING MACHINES SIMPLIFY SEWING FOR BEGINNERS

***NEW SEWERS HELP DESIGN FIRST-OF-ITS-KIND PRODUCT LINE
NOW AVAILABLE WORLDWIDE***

LaVergne, TN, USA, February 6, 2007 – Today Singer, the world leader in the sewing machine and accessories industry, announced the global introduction of its new SINGER INSPIRATION™ line of sewing machines. Singer enlisted thousands of beginning sewers worldwide to help create the state-of-the-art, easy-to-use, affordable, dynamic, and sleek machines that will excite the learner and simplify sewing. With the international resurgence in the craft of sewing, new sewers will now be able to purchase the world's most user-friendly machine from major retail chains and independently owned sewing machine dealers throughout the world.

Singer's worldwide focus group research revealed many of the advanced sewing machines in the marketplace are intimidating to beginning sewers. New users simply want to know how to operate the machine and how to get started.

“Young learners make up the largest consumer segment in the sewing machine market,” said Don Fletcher, CEO of SVP Worldwide, Singer's parent company. “When buying or receiving their first machine, these beginning to intermediate sewers desire an easy-to-use, reliable, affordable, and great looking product. The SINGER INSPIRATION line delivers on all these demands and offers a brand consumers trust, features they want, and a price they can easily afford.”

The SINGER INSPIRATION sewing machines eliminate the usual challenges beginning sewers encounter when using a sewing machine, including threading the needle, threading the bobbin, and not having enough light. To address these traditional challenges, Singer has developed and incorporated the NoError Threading™ process, a SureFit Bobbin™ system, and the StayBright LED™ lighting system into every SINGER INSPIRATION machine. Because these and other technological advancements by Singer make sewing easier for the beginner, “Simply the Easiest” is the tagline for the global launch campaign.

“The SINGER INSPIRATION line was created from the most extensive consumer research ever conducted by Singer,” said Brad Hunsaker, Global Vice President of Sales and Marketing for SVP Worldwide. “The research showed consumers wanted a more contemporary look and feel, while incorporating many of the traditional features that are distinctly “Singer.” The SINGER INSPIRATION brand is clean, intuitive, and so simple it will inspire the user.”

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Singer incorporated consumer input that has produced a machine reminiscent of the softer more feminine lines, distinctly part of the original SINGER® machines. While an overall white machine was still the most popular choice among research participants, interest was shown in the use of color, which has been distinctly, yet delicately, used as accents. In addition, machine functions are clearly marked with both words and universally understood icons and the traditional Singer “Cameo” has been given an updated design to reflect the contemporary style of the SINGER INSPIRATION line.

The SINGER INSPIRATION sewing machines can be viewed at www.Singer.com or consumers can visit their local Singer retailer to try the new machines.

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About Singer:

Founded in 1851, Singer is one of the world’s leading sellers of consumer and artisan sewing machines. To date, Singer maintains a strong international presence, with manufacturing facilities in Brazil and China, 10 overseas marketing operations and a network of third-party distributors selling product in more than 190 countries. The company has a long history of innovation in the sewing machine industry, having produced, among other breakthroughs, the world’s first portable machine in 1921 and its first computer-controlled machine in 1978.

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