



CERAMIC TILES OF ITALY AROUND TOWN Special Promotion on Italian Tile Offered at Participating Manhattan Dealers

(May 16, 2009) Ceramic Tiles of Italy is pulling out all the stops for New York Design Week (May 16-19). In addition to their pavilion at the International Contemporary Furniture Fair (ICFF) and satellite Design Competition Exhibition in the Meatpacking District, the Ceramic Tiles of Italy trademark will be seen at tile showrooms across the city. A special promotion has been organized by the Italian Trade Commission and Confindustria Ceramica, the Association of Italian manufacturers, to recognize local Manhattan dealers who carry Italian tile.

This citywide campaign is part of Ceramic Tiles of Italy's ongoing commitment to their valued American partners. According to Aniello Musella, trade commissioner for North America, Italian Trade Commission, "New York City is an important market for us. The borough has an elite mix of high-end retailers, distributors and dealers whose dedication to our manufacturers and our products deserves to be acknowledged. With ICFF in town, we felt this was the perfect opportunity to show our continued support and actively promote these local businesses. After all, it is these relationships that help make Italian tile an industry leader."

Eye-catching flags bearing the Ceramic Tiles of Italy signature logo will be placed outside the entrances of participating Manhattan-based distributors of Italian tile. From May 16-19, dealers around the city will offer special incentives for buyers. Each dealer has an impressive range of Italian tiles. From the elegant and traditional hand-made varieties to those with a highly technical cutting edge, trade professionals and design-savvy consumers will be able to find a tile that suites their style. New ceramic and porcelain collections made with a percentage of recycled content are a hot item in the market and can be found in many of these showrooms.

Notable dealers involved in the promotion include:

- **AFNY**
- **Artistic Tile**
- **Ceramica Arnon**
- **Complete Tile Collection**
- **Chelsea Arts Tile & Stone**
- **Country Floors**
- **Euro Design**
- **Hastings Tile and Bath**
- **Ideal Tile**
- **Kaleidoscope Tile**
- **Nemo Tile**
- **Shelly Tile**
- **Sicis North America**
- **Stone Source**

- **Studium**
- **Town and Country**
- **Walker Zanger**

A list of participating dealers and their respective addresses can be found by visiting www.italytile.com. Additional information and a complete schedule of ICFF events is available at the Ceramic Tiles of Italy gateway www.italiantiles.com - with links to four key industry sites: www.italiatiles.com (the official website of Confindustria Ceramica), www.italytile.com (the official website for the Ceramic Tile Department of the Italian Trade Commission), www.s-tiles.it (a tool that tracks the Italian tile industry's commitment to sustainable design) and www.tilecompetition.com (a digital guide to the Ceramic Tiles of Italy Design Competition).