

AGASSI GRAF KREISS

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**ANDRE AGASSI STEFANIE GRAF UNVEIL
NEWEST COLLECTION BY KREISS**

Follow-up to First Collection Features Distinct Combination of Contrast, Texture, and Comfort

(LAS VEGAS, NV – July 29, 2008) Kreiss, the family-owned luxury home furnishing and design company unveiled its newest Agassi/Graf collection of furniture at the 2008 Las Vegas World Market on July 29th. This second collection follows a year after Kreiss' very successful debut collection with the international tennis stars. Las Vegas residents Agassi and Graf, along with the Kreiss family were on hand for the new collection debut in a special showroom in the World Market's new building "C" in showroom 184. Designers were invited to attend the event and preview the newest pieces of the collection.

"We are very excited to debut our newest Agassi/Graf collection," stated Mike Kreiss, President and CEO. "Their strong sense of style and eye for detail comes through in every piece of the new line."

The Agassi Graf Collection is a wonderful union of contrast, texture and comfort. Each piece incorporates exotic finishes, clean design and the use of distinctive combinations of materials to create a memorable, sophisticated statement. Taken as a whole, the Agassi Graf Collection exhibits a freshness, youth and classic style that are synonymous with these two iconic stars.

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“We love the softness of the woven leather and the strength of the steel and synthetic rattan. The color palette is distinctly us—the chocolate brown and ecru hues are contemporary and warm. While the collection is chic and sophisticated, the strength and texture of the materials lend themselves to an indoor-outdoor lifestyle,” Agassi said.

Andre Agassi, Stephanie Graf and the Kreiss family have a long established relationship. The first piece of furniture Andre Agassi bought when he won Wimbledon in 1992 was a Kreiss sofa. In the following years, he and his wife, Stefanie, became big fans of the Kreiss look, furnishing their homes with new collections. So when Agassi, Graf and the Kreiss family decided to create a furniture line together as partners, it felt like a natural extension of their long-standing relationship. The result is a unique collection that captures this dynamic couple's indomitable energy and spirit while remaining true to the classic Kreiss style.

In addition to the Agassi/Graf Collection, Kreiss' showroom on the first floor of the World Market Center's Building B, debuted a number of new and exciting collections from the Kreiss line of fine furniture and accessories. Kreiss looks to expand distribution in select markets by offering exclusive licensed gallery opportunities to a limited number of retailers.

Kreiss was recently honored with Platinum, Gold and Silver awards from *Design Journal's* ADEX (Awards for Design Excellence) for two of its newest collections. Kreiss received more awards than any other recipient, including a Platinum Award for its Agassi/Graf/Kreiss (AGK) Dining Chair, Gold Awards for the AGK Mini Cabana Chair and Aria Lounge Chair, and Silver Awards for the Aria Bed and Aria Game Chair. In 2007, Kreiss received two ADEX Awards for the AGK Lounge Chair and the AGK Sectional Sofa.

Celebrating 70 years in the business, Kreiss is a family-owned home lifestyles company that features an exciting international mix of custom, handmade furniture, unique accessories, professional design consulting, exclusive fabrics and bedding with 18 showrooms throughout the United States, Canada and Mexico and 15 licensed Galleries throughout the world. For more information on Kreiss, call (800) KREISS-1 or log-on to the website at www.kreiss.com.

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