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GIBBS & SOELL PUBLIC RELATIONS TO REPRESENT GERMAN BATH TUB MAKER KALDEWEI IN U.S.

Communications Efforts to Reach Consumers and Plumbing, Remodeling and Building Professionals

NEW YORK, October 22, 2008 — Kaldewei, Europe's leading company for bathing fixtures (www.kaldewei.com), has named Gibbs & Soell, Inc. Public Relations its agency of record in the United States. Gibbs & Soell will work to promote the company's bath tubs and shower trays to consumers and trade professionals.

Founded in 1918, Kaldewei has long been a household name in bathing product innovation in Europe. Hailed for producing the first "seamless" bath tub made from a single metal sheet with no welding, Kaldewei also is a pioneer in conducting extensive research to understand consumer attitudes and behaviors in the bath. All Kaldewei products are produced to offer both high style and unique functionality.

"As we strive to increase our footprint in the U.S. market, it was important for us to partner with a firm that understands consumers as well as the plumbing contractors, remodelers and builders who will specify our products," said Martin Koch, chief communications officer, Kaldewei. "Gibbs & Soell was the right choice for us because of its long history in our industry coupled with a forward-thinking approach for supporting our communications goals."

"We welcome Kaldewei to our PR agency's consumer home practice, which continues to grow and diversify across a broad range of product categories for residential spaces,"

added Cos Mallozzi, president and chief executive officer of Gibbs & Soell. “Kaldewei represents a company with a heritage of success and innovation whose business efforts we are excited to help enhance with our public relations expertise.”

Founded in 1971, Gibbs & Soell is the 12th largest independent public relations agency in the U.S. (*O’Dwyer’s 2008 PR Agency Report*). Headquartered in New York City, G&S has full-service offices in Chicago and Raleigh. The agency’s European operation, G&S GmbH, is headquartered in Zurich. Pacific Rim partners include Cosmo PR in Tokyo and Inhere Communications in Beijing and Shanghai. G&S’ Latin American partner is BitnerGoodman. For more information, please visit www.gibbs-soell.com.

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