

For Immediate Release

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P R E S S - R E L E A S E

British Glassware and Accessories Design House Launches US Operations

Contemporary Trend Maker Makes Home Products Available to US Retailers and Hospitality Providers

Boston, MA, June 25, 2007 – LSA International (LSA), one of Europe's leading design houses in home decor for glassware and ceramics and Reach Distribution, Inc. (Reach), headquartered in Boston Massachusetts, formally announced their partnership in launching LSA international's US operations LSA USA. This strategic move will make LSA's entire design collection available for direct distribution to customers throughout North America for the first time. Introducing new design collections annually, LSA's internationally acclaimed products are now accessible to premiere retailers and hospitality customers through LSA USA's domestic customer service, warehousing and distribution operations.

LSA International officially launches and unveils their latest portfolio at the New York International Gift Fair held at the Jacob Javits Center in New York City August 12th through 16th. They will be featuring their signature organic and asymmetrical designs along with many of their distinctive and engaging classics. With national retailers already won over – LSA's entry into the market already looks promising.

"We are excited about bringing LSA's designs and quality to the North American market," stated Richard Smedley, Director for LSA International, "Furthermore, we believe the investment in warehousing, distribution and customer service operations in the market will greatly improve our ability to service our customers and enable us to grow the LSA brand substantially."

"The LSA brand offers a unique contemporary design aesthetic retailers and hospitality providers are looking for," stated Curt Carpenter, founder of Reach Distribution and Director of Operations for LSA USA. "And we are thrilled to be able to offer their products exclusively to the North American market."

For more information on LSA USA please visit www.lsaus.com or call Toll Free at 866.99LSAUS (866.995.7287). Product samples and high resolution product images are available upon request.

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About LSA International

LSA International with over 25 years experience creating modern glassware and ceramics, defines what is desirable in contemporary style for decoration and entertaining. All the collections are practical, beautiful and a delight to use. For more information on the company please visit our website at: www.lsa-international.com

About Reach Distribution

Reach Distribution, Inc. is an independent importer and distributor of contemporary products connecting high quality design manufacturers to premiere retailers and hospitality providers in the U.S. and Canadian marketplace. Reach provides importing, distribution, sales, marketing and customer management services from their distribution center located in Boston, Massachusetts. For more information on the company visit our website at: www.reachdistribution.com

Trade Show Schedule

Date

August 12-16, 2007

Event Details

The New York International Gift Fair

Jacob K. Javits Convention Center

New York, NY

Booth #3666-3670

November 11-13, 2007

International Hotel Motel & Restaurant Show

Jacob K. Javits Convention Center

New York, NY

Booth # 2771

February 8-12, 2008

Ambiente Show

Messe Frankfurt

Frankfurt, Germany

Hall 10.2

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