

## **FOR IMMEDIATE RELEASE:**

### **CONTACT:**

**Jean-Luc Bouchard**

**Urban Butik**

**514-262-9394**

**jl@urban-butik.com**

**www.urban-butik.com**

### **Magisso Appoints Urban Butik as Their North American Distributor.**

Chicago, Illinois, 22nd of March 2009 - Magisso announced today that they have appointed Urban Butik as their North American distributor for their line of award-winning Kitchenware products. Magisso is the manufacturer of a new line of high-end Magnetic Kitchen Cloth Holders.

Urban Butik will start building distributor and retailer networks across North America and will be responsible for marketing the product in the US and Canada.

"We are excited to have found a partner that can give our products the attention they need." Said Juhani Sirén, VP of Sales for Magisso. He continues "We believe in their ability to make our Magnetic Kitchen Cloth Holders and upcoming products a success."

"Magisso's products are stylish, innovative and a good fit for our company." Said Anne Foged, President of Urban Butik. She adds "The Stainless Steel version will fit very well in higher-end kitchenware stores, while the plastic version should appeal to a much broader market."

Magisso and Urban Butik will be exhibiting together at the IHA expo in Chicago, from the 22nd to the 24th of March 2009, in booth S2876.

For additional information, contact Jean-Luc Bouchard or visit [www.urban-butik.com](http://www.urban-butik.com). Magisso's product should be available in North America in about 6 to 8 weeks online at [www.urban-butik.com](http://www.urban-butik.com) and at selected retail outlets.

### **ABOUT MAGISSO**

Magisso Ltd. is an innovative design company from Finland. Our mission is to design and develop functional and unique kitchenware products that simplifies your everyday life.

### **ABOUT URBAN BUTIK**

Urban Butik is a Montreal-based wholesaler specializing in Scandinavian Design Objects and "Brugskunst" (usable and functional art). We are constantly on the lookout for new products to expand our portfolio and are working hard on bringing new and exciting objects to you.