

FOR IMMEDIATE RELEASE

SIGNATURE LAUNCHES ANOTHER LIFESTYLE GALLERY IN JOHOR BAHRU

**Signature invests RM1million in the latest concept of its retail showroom in
Danga Utama**

JOHOR BAHRU, 30 Sept 2014, Following its success in Puchong, Signature Kitchen, market leader in the local kitchen industry has launched the second of its latest concept of retail showroom in Johor Bahru. Setting the benchmark for a new retail experience for JB homeowners as well as property developers, the new 7,000 sq ft Signature Lifestyle Gallery is located in a modern and stylish three storey commercial building at Danga Utama, Johor Bahru's latest prime location for rich business growth with excellent accessibility along the prominent Jalan Skudai and Jalan Sutera Danga (Sutera Mall)

The premier of the new Signature Lifestyle Gallery at Johor Bahru revealed a complete range of kitchens designed based on Signature Kitchen's philosophy of complementing a lifestyle, and not just offering a product, which makes it unique in the industry. Latest kitchen aspirations, where kitchens are aligned in accordance to customers' lifestyle and preferences, are reflected in the kitchen themes seen throughout the gallery.

Showcasing a wide range of local and imported kitchen and wardrobe systems, the gallery is exclusively zoned to represent the lifestyle brands that Signature proudly carries: the Signature Kitchen and Wardrobe Gallery, Imported Kitchen Gallery which includes Italian brand Biefbi Cucine and German Kitchens by Nobilia; besides featuring an exclusive range of imported appliances brands such as Gorenje, Franke and Ariston.

Speaking at the ceremony, Dato' Mohd Shafei, Group Non-Executive Independent Chairman of Signature said, "In line with Signature Kitchen's new brand concept that places a strong focus on delivering the 'Signature Experience' to its customers, the Signature Lifestyle Gallery is more than just a product showroom; it is also the place for culinary enthusiasts to delve into their passion for baking and cooking, with a lineup of cooking demonstrations, wine appreciation classes and other lifestyle related events in the months to come."

The Grand Opening was attended by over 100 people and officiated by YB Datuk Haji Abdul Latif, Chairman, Housing and Local Government Committee of the State of Johor. Guests were later treated to a cooking demonstration on the Italian appliances, Ariston by Thistle Hotel's Executive Chef, Chef Imran Hamid and Chef De Cuisine, Chef Mohd Kamal Damiri.

The Signature Lifestyle Galleries at Puchong and Johor Bahru are the first two of a series of lifestyle galleries that Signature has in its 5-year business plan. These openings demonstrate the growing commitment of the market leader in providing a total lifestyle solution to discerning homeowners in a relaxed and cosy environment, or simply put: the 'Signature Experience'.

"Through this innovative concept, we want the Signature Lifestyle Gallery in Puchong to be an inspiring gallery that offers creative lifestyle solutions in kitchen and wardrobe systems, while allowing homeowners to experience the full functionality of the appliances," Dato' further added.

Having secured various key projects in the region, Signature is targeting to secure many more projects launched by major developers in the Johor region. Signature's latest investment and focus in Johor Bahru is also in response to the booming property development projects that are currently taking place in Iskandar Johor area, besides aiming to serve its key clients in Johor more efficiently by offering a platform to showcase Signature's product offerings.

Currently, Signature Kitchen boasts of the largest kitchen retail network in Malaysia with 20 retail outlets locally. In addition to that, Signature Kitchen markets its products in other countries in the region, such as Indonesia, Brunei, Thailand, Philippines, Vietnam, Sri Lanka, Pakistan, Lebanon and Cambodia.

ABOUT SIGNATURE INTERNATIONAL BERHAD

Signature is built on a tradition of trusted and reliable product quality. Its humble beginnings in 1994 as a distributor and retailer of modular kitchen systems has enabled Signature to keep its perspective, while consistently striving for growth.

Signature's portfolio thrives on maintaining a good balance between project and retail clients. Architects and designers from local and international developments appreciate the unparalleled versatility offered by Signature.

Signature International Bhd was incorporated and listed on Bursa Malaysia Securities Berhad in 2008; today it consolidates its position as the largest retail network chain for living space solutions in Malaysia, bringing together a world of lifestyle inspirations and innovative kitchen and wardrobe ideas that offer value to homeowners.

www.signaturekitchen.com.my

For further queries please contact: -

May Mah

Head – Group Marketing

+60124041388 – soemay@signaturekitchen.com.my