



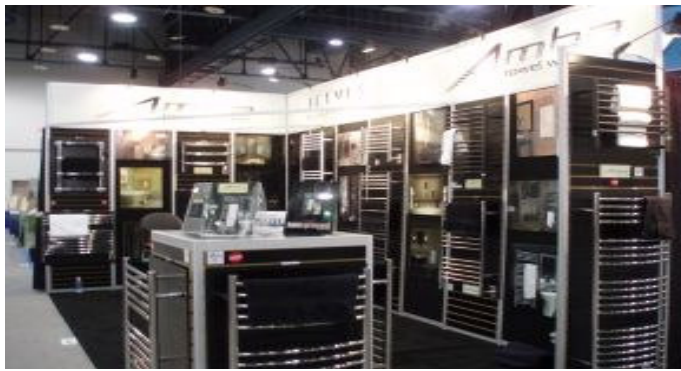
VIVA LAS VEGAS !

THE KITCHEN AND BATH INDUSTRY SHOW

Summer 2007

NEWSLETTER Volume 1, Issue 1

Amba Towel Warmer KBIS Stand Starts With A Bash!



Corner stand of Amba towel Warmers and Jeeves Heated Towel Rails in the Central Hall

Our stand had 19 towel warmers of which 6 were working hot models. When the stand was set up by the installers and all the units were placed on the slat walls the whole thing collapsed. The show installers neglected to put sandbags to counter the weight of our samples. As a result, one can say that the

Amba stand started with a "bash". In spite of this incident everyone worked hard to recover in time for the show opening.

It made for a great topic of conversation with our numerous visitors as it certainly showed the resilience of our stainless steel heated towel rails. We thought that maybe

Flocking To Our Stand

On several occasions large groups came to crowd the stand. These groups were typically a retail company with a sales director and all of their staff from their different showroom branch locations. Many of these companies were brought in by our representatives. We wish to thank our Sales Representa-

tives throughout the USA and Canada for giving us a hand at the booth.

We also met many interior designers, builders, remodelers and architects.

Throughout the show, we received a surprising amount of leads (by now, these should have been passed on to you

next time we can crash down the stand at the end of the show Las Vegas style - similar to the building implosion as was done with the Stardust Hotel.

The towel warmers that were working and hot attracted a lot of people. Many attendees have heard of heated towel rails and found the concept of a dry and warm towel very appealing but had never actually touched a working unit.

We showed our new "H" Curved models and a prototype shelf at the New Products Pavilion in the South Hall.



H Curved Model at the New Products Pavilion

for proper follow-up).

We found there was a lot of interest of Amba and Jeeves due to a combination of factors. 1) High quality material at a reasonable price 2) simplicity of the retailer's ability to price the product for the end user 3) Simple installation 4) Elegance and style 5) Fast shipping.

What Experts Think:

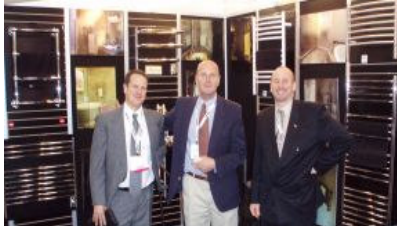
"MY PICK FOR THE BEST UP —AND—COMING TOWEL WARMING COMPANY IS CALLED JEEVES AND AMBA. THIS IS A MUST SEE!"

PETER SCHOR
PRESIDENT OF DYNAMIC RESULTS, INC. AND
INDUSTRY EXPERT

AS PUBLISHED IN PHC NEWS & THE
WHOLESALER

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Brian Marton, Andrew Manidis and Fred Salati in the Amba stand

Wonderful Sales Representatives

We have a wonderful group of Sales Representatives throughout the USA and Canada.

As of the first half of 2007, our high sales performers are **Western States Sales DJ O'Brien and Touch of Class.**

Also deserving some recognition are **Marton Sales** and **Nadon Marketing** as they have placed our line with the most number of retailers in the

last quarter.

At the show we met with **KB Sales** who will be our newest Representatives for Southern California.

We want to welcome our latest rep, **Wilson Jones** a veteran manufacturer's rep who will cover S. Mississippi, Louisiana and Alabama. We all wish him the best of success in extending our coverage.

The show has brought four large hotel projects that are being followed up by our representatives with the interior designers.

One of these hotels is a Spa Resort Hotel of 200 rooms. Another has 350 in a city.

We look forward to continually support our team to achieve success.

Rep Feedback

Your feedback is critical to our continued success.

Earlier in 2007 and for the first time, we asked you to provide us some systematic feedback about your activities in your region. We are pleased to report that all of you provided us valuable feedback and insights that have helped us guide and focus some of our activities.

Particular topics of interest to you included products, literature, displays and training.

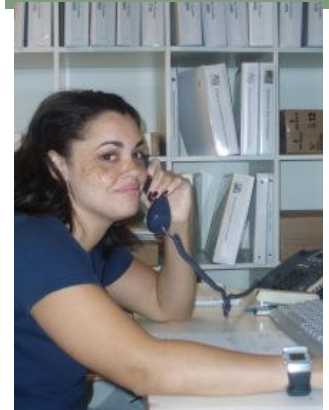
Across all of you it was good to see that you acknowledged and appreciated our **core value proposition** in terms of its specific elements and more importantly the great combination of the following:

- **Quality Products**
- **Competitive Pricing**
- **Fast Delivery**
- And last but not least the fact that Amba was **simple and easy to do business with.**

Some of you mentioned how great our team was to deal with and we certainly do

appreciate that. Kudos to **Fred Salati** our sales director covering Canada, USA, Mexico and the Caribbean and **Erica Robinson** our office manager for their constant efforts to please.

MEET ERICA



Erica joined the Amba team earlier this year. She keeps us sane and has tremendously contributed to organizing our office and supervising our warehouse in this period of greatly increased activity. We are glad she is a natural born achiever and thank her for her efforts.



Product Pipeline

At Amba, we want to leverage our current success and continue to identify and bring to market quality products in the kitchen and bath space.

For starters and in addition to our new H curved model (see previous page), we anticipate introducing a UL approved shelf unit along with a swivel unit by the end of the year. Stay posted for further details.

Once again since you are our eyes and ears on the ground, your feedback in this area is greatly appreciated

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