



FOR IMMEDIATE RELEASE

HALDEN-CAVIGLIA LAUNCHES *INSPIRED FLAT SCREEN SHOWCASES*™

New Products Set to Revolutionize the Television Frame Category

SAN FRANCISCO, Calif. (September 1st, 2009) – Halden-Caviglia, Inc. is proud to announce the launch of their new line of products, *Inspired Flat Screen Showcases*. The company is revolutionizing the television frame category by creating an entirely new product segment as well as setting a true benchmark for aesthetic refinement and technical sophistication.

Although flat screens may express “modern”, “sleek” or “minimalist”, for many they are an eyesore or detract from the painstaking effort that goes into designing and decorating a room to a certain standard. *Inspired Flat Screen Showcases* enable Halden-Caviglia customers to incorporate the television as a complementary, enhancing or focal component of virtually any aesthetic, essentially turning a utilitarian object into a piece of art.

“There is a rich history of entertainment products serving dual purpose as art – just look at antique radios, old jukeboxes and classic theaters,” said Rick Caviglia, Co-founder. “Halden-Caviglia is bringing back this level of artistry and craftsmanship and applying it to the flat screen television market.”

“Our customers are discerning individuals with refined taste in search of something unique and with a ‘wow’ factor,” said Clayton H. Chrisman, Co-founder. “Our flat screen showcases are designed and handcrafted to exist in a category entirely of their own, and they do, especially when you consider the array of materials, design features and technical elements involved.”

Halden-Caviglia is adding new designs on an ongoing basis and is selling directly while building a global network of dealers. The company encourages interested parties to contact them for more information.

About Halden-Caviglia

Halden-Caviglia, located in the San Francisco Bay Area, Halden-Caviglia specializes in building handcrafted, decorative showcases for flat screen televisions. Inspired both by modern industrial design and artisan production techniques from bygone eras, we transform the utilitarian look of modern flat screens into art objects in and of themselves. Find them online at www.halden-caviglia.com.