

FOR IMMEDIATE RELEASE

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**THE NEW HUSQVARNA VIKING EMERALD 183 MERGES
CLASSIC FEATURES WITH TECHNOLOGY
TO BRING THE MID-LEVEL SEWER
INTO THE COMPUTER AGE**

(CLEVELAND, OH)...So sewing is your thing, but you shy away from computers.

Consider this; the new Emerald 183 computerized sewing machine from Husqvarna Viking is so user-friendly, if you can touch a button, you can operate it.

Designed in Sweden, the Emerald 183 is a sturdy, reliable machine, just like mom's old mechanical favorite. The difference is this new machine, a modern wonder, is infused with just the right amount of computer-ease capabilities for the sewer seeking added ease and an increased sense of sewing enjoyment.

No matter which of the 83 stitches you choose, it shows up in the optimum settings in a brightly-lit InfoDisplay window – easy picture technology. If you prefer a different length or width, it can be selected, programmed and saved to call up for future projects. Four memories each have the capacity to save up to 20 different stitches at a time. The programmable feature applies to all 83 stitches – utility, buttonholes, elastic or decorative.

More than 20 utility stitches and four different buttonhole options take care of straight sewing or mending needs. Three menus full of decorative stitches and an alphabet menu with upper and lower case letters, numbers and specialty characters let you embellish and decorate, unleashing a heightened level of creativity. Mirror image capabilities launch decorative possibilities even further.

As is expected of a Husqvarna Viking computerized model, the Emerald 183 is loaded with features that have become industry standard – a needle up/down function, built-in needle threader, snap-on presser feet, adjustable presser foot pressure, built-in ruler, easy to lower feed teeth and an extensive accessory kit, which includes 10 different presser feet for all your sewing needs.

-more-

With a wide variety of optional and compatible Husqvarna Viking accessories available, your Emerald 183 will help your creativity and your sewing skills grow together.

For more information on the Husqvarna Viking Emerald 183 and to view a decorative scrapbook highlighting a number of the machine's decorative stitches, visit www.husqvarnaviking.com.

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To download a high resolution photo of the Emerald 183, visit

<http://hv.aksess-it.com>

User Name: Editor

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About Husqvarna Viking:

Husqvarna Viking develops, produces, markets and sells high quality household sewing machines and related products that enhance the joy of creative sewing. Production facilities located in Huskvarna, Sweden have been operating since 1872. Husqvarna Viking continues its tradition of fine craftsmanship today by offering a complete range of machines worldwide for sewers of all skill levels and lifestyles. Husqvarna Viking products are available worldwide at authorized independent retailer stores.

The SVP Worldwide enterprise is headquartered in Hamilton, Bermuda and is the owner of Singer, Pfaff, Husqvarna Viking and White brands of sewing machines, which they manufacture and sell worldwide in over 190 countries.