



UNICASA OPENS DELL ANNO CONCEPT SHOWROOM IN SÃO PAULO

*Launch of Dell Anno Atelier
consolidates brand in high-end
fashion*

Bento Gonçalves (RS), May 28, 2014

– **Unicasa Indústria de Móveis S.A.** (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA), one of the leading companies in Brazil’s custom-made furniture industry and the only Brazilian publicly held company in the sector, announces the opening of Dell Anno’s concept showroom in São Paulo city.

The showroom is named Dell Anno Atelier and is located on the corner of Avenida República do Líbano and Rua Comandante Ismael Guilherme, one of the most sought-after regions in São Paulo. The new address is part of Dell Anno’s branding project.

“This inauguration is in line with Unicasa’s strategic positioning, focusing on increasing brand profitability, and further consolidating Dell Anno’s position in the high-end segment. There, we expect demanding clients and architects looking for efficiency and innovation to get the results” stated Frank Zietolie, Unicasa’s CEO.

With an area of 450m², the atelier embodies the positioning of the brand that has been integrating fashion into furniture design, first with Reinaldo Lourenço, who designed the Duo Chamalote line, and later with Animale’s Ashanti collection. The showroom open its doors with the launch of the MOON surface, signed by fashion designer Pedro Lourenço, with a campaign starring model Izabel Goulart.

About Unicasa

Unicasa Móveis S.A. (BM&FBOVESPA: UCAS3, Bloomberg: UCAS3:BZ, Reuters: UCAS3.SA), one of the leading companies in Brazil's custom-made furniture industry and the only Brazilian publicly held company in the sector. The Company operates through six brands: Dell Anno, Favorita, New, Casa Brasileira, Telasul Modulados and Unicasa Corporate, distributed across 744 exclusive stores, with presence in Brazil and 17 other countries. With an area of around 50,000 m² and an annual production capacity of approximately 2.2 million modules, its plant is located in Bento Gonçalves, in Rio Grande do Sul state. For more information, please refer to our Investor Relations website: www.unicasamoveis.com.br/ri.