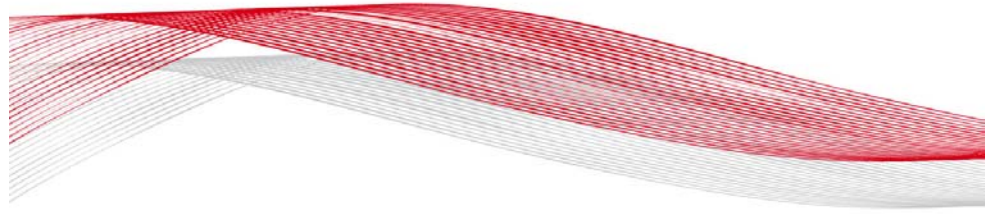


Excellence in seaming



Kaiserslautern, 27.05.2009

A successful start to the new PFAFF Industriesysteme und Maschinen AG

Dear Customers and Partners,

Just over a month ago I assumed my role as the new chairman and sole shareholder of operative business at the newly founded PFAFF Industriesysteme und Maschinen AG. There have been many positive developments at PFAFF during these 5 weeks. We saw the start of our planned move into the new PFAFF production facilities (in IG Nord) and the first members of staff are already at work in their new offices. And today, the first new CNC production machines were delivered to the new factory. PFAFF is focusing yet again on "High Quality – Made in Germany".

We had two very effective and successful appearances at the IMB and INTERZUM trade shows in Cologne. We welcomed over 2,000 visitors to our stand at the IMB alone. This makes us proud and illustrates the trust invested in our company and our products. Perhaps you had a chance to visit one of these trade shows to speak with one of our many competent employees and to get a feel for the new "Excellence in seaming" spirit. For those of you who are not yet acquainted with our future focus, here are the most important features:

- On the sales side, we will continue to develop our position long-term as technological market leader by concentrating on PFAFF's strengths.
- The existing product portfolio will be maintained and improved. Watch out for product upgrades soon. In addition to this, customer oriented solutions will be the visible proof of an intensive collaboration through dialogue with customers, partners, as well as the sales and development departments.
- Innovative sewing and sealing solutions with a flexible process design will offer the customer concrete added value.
- PFAFF will once again be a close partner to customers and respond to customers' concerns.

- Under new management, production will not only continue within Germany, it will also be improved and updated.
- PFAFF Industriesysteme und Maschinen AG will build on sustainable success with a stable, financial foundation.
- We have state-of-the-art production machines at the new plant, which ensure flexible production. Such modern production facilities mean that we will be able to drastically reduce our throughput and delivery times.
- As a pioneer of innovations, PFAFF wants to produce exclusive high-end machines at its own company (while retaining the existing product portfolio).

Numerous innovations and new ideas have arisen from dialogue with customers over the 145 years of this company's history. I have once again given this constructive dialogue top priority at the new PFAFF.

I look forward to working with you in partnership and I rely on your confidence in us!

Yours

A handwritten signature in black ink, consisting of a stylized 'J' followed by a large, flowing 'R'.

Joachim Richter

CEO