



Press Release

Ellery Homestyles launches Curtain Fresh™ – Innovative Odor-Neutralizing Curtains, Plus New Sweepstakes

A new product line from Ellery Homestyles offers elegant style, while continuously neutralizing unpleasant odors. The ultimate blend of fashion, function, and design.

New York- January 27, 2012- Ellery Homestyles introduces its latest innovation- Curtain Fresh™ odor-neutralizing curtains. The remarkable technology is imbedded in the fabric to continuously neutralize unpleasant odors created by cooking, pets, smoke, must and mold. The odor neutralizing solution is created through a photo-catalytic process that converts unpleasant odors into water vapor and carbon dioxide. This process causes airborne pollutants and odorous substances to degrade and neutralize.

Ellery is proud to partner with the makers of Arm and Hammer® to develop this exclusive collection that blends fashion with function. To purchase Curtain Fresh™ odor-neutralizing curtains, or for more information visit Ellery Homestyles.

In addition to this exciting new product line, Ellery will be hosting a new sweepstakes starting on February 6th. Look for the “Showing Our Fans Some Love Sweepstakes” brought to you by ComfortTech Blankets to win great Ellery products for the home!

About Ellery Homestyles

Ellery Homestyles is a leading supplier of branded and private label home-fashion products to major retailers – offering curtains, bedding, throws and specialty products. Our proprietary brands deliver innovation in fashion, function and design and include **Eclipse™** - the voice of authority for energy-saving, noise-reducing, blackout curtains; **Curtainfresh™** - innovative curtains with odor-neutralizing technology developed in partnership with Church & Dwight, maker of Arm & Hammer®; **SoundAsleep™** room-darkening curtains, The Official Curtain of the National Sleep Foundation; **ComfortTech™** - the only blankets constructed with premium 3M™ Thinsulate™ Insulation, providing luxurious style, lightweight comfort and superior warmth; **VUE™** – the home fashion brand that presents Ellery’s “point of view” on fashion trends and

design, **Waverly**® - the oldest continuously advertised home fashions brand in America recognized by consumers for its distinctive traditional looks; **Historic Charleston Collection**™ - the distinctive home fashions brand that is steeped in historic Charleston's decorative arts culture and **LinenHouse Australia** – the leading brand known for innovative, intriguing designs in luxurious bedding, throws and accessories. Ellery is a global company headquartered in New York City with a 375M square foot distribution center in North Carolina and offices in China, India and Pakistan.

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