



Press Release

Ellery Homestyles Introduces Vue™ Signature Curtain Collection Designed to Appeal to a Fashion-Conscious Audience

New York – January 25, 2012 – As a result of the success of the Vue™ Signature Bedding Collection designed to appeal to a fashion-conscious audience who wants a contemporary look for the master bedroom, Ellery Homestyles will expand the brand to encompass the Vue™ Signature Curtain Collection. The Curtain line contains a rich collection of fabrics, and the styling and influences of the collection range from traditional to familiar evoking a designer, luxury look.

Vue™ Signature Curtain Collection will be featured in a new showroom space that was developed specifically for this launch. To accommodate the new curtain line and its growing business, Ellery Homestyles will be adding 1,000 square feet of showroom space in time for the March market week. This expansion follows last year's complete renovation of Ellery's 17,000 square foot headquarters showroom space.

Ellery Homestyles invites you to view the Vue™ Signature Curtain Collection and other new bedding, curtains, throws and pillows in its showroom during market week in March, 2012.

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. Please visit www.elleryhomestyles.com for more information.

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