



Press Release

Ellery Homestyles Introduces the New King Charles Matelassé Collection in Association with Historic Charleston Foundation

The King Charles Collection is influenced by the decorative arts culture of historic Charleston, S.C. and is produced in Portugal.

New York – March 3, 2011 – Ellery Homestyles, a leading home fashions supplier, is introducing its distinctive, new King Charles Matelassé Collection. The engineered design is produced in Portugal of 100% cotton and is stone-washed to give it luxurious softness. The King Charles Collection's sophisticated design is steeped in historic Charleston's decorative arts culture blending European, Caribbean, British, and Asian influences.

"We are pleased to be working with Historic Charleston Foundation to bring Charleston's classic, decorative motifs and style to home fashion products that consumers can enjoy in their own homes," said Budd Goldman, CEO of Ellery.

"We did an extensive search for a licensee to produce this bedspread, so we are looking forward to working with Ellery," said Richard Gaskalla, director of retail and licensing at Historic Charleston Foundation. "Ellery's stellar interpretation of the New King Charles Matelassé will enable Historic Charleston Foundation to raise more awareness for our mission of historic preservation."

The collection, which includes a bedspread, coverlet, bed skirt, shams and pillows, comes in eight fashionable colors: white, ivory, sunshine, powder blue, provincial blue, fern, scarlett and birch, and will be available this Summer.

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™** - revolutionary curtains with odor-neutralizing technology developed in partnership with Arm and Hammer®; **SoundAsleep™** room-darkening curtains, The Official Curtain of the National Sleep Foundation; **ComfortTech™** - the only blankets and throws constructed with premium 3M™ Thinsulate™ Insulation, providing luxurious style, lightweight comfort and superior warmth; **VUE** – the home fashion brand that capitalizes on Ellery's "point of view" on fashion trends, and **Waverly** - the oldest continuously advertised home fashions brand in America recognized by consumers for its distinctive traditional looks. Ellery is a global company headquartered in New York City with offices in North Carolina, China, India and Pakistan. Please visit www.elleryhomestyles.com for more information.

About Historic Charleston Foundation

Established in 1947, Historic Charleston Foundation (HCF) is a nonprofit organization whose mission is to preserve and protect the historical, architectural and material culture that make up Charleston's rich and irreplaceable heritage. The Foundation is known for its education and outreach, preservation and advocacy programs including protective covenants and easements, and it is the first organization in the country to establish a revolving fund to acquire and preserve important buildings, a model now replicated in historic communities across the nation. Preservation coupled with education and outreach is at the heart of the HCF mission. This mission is supported through the generosity of preservation-minded donors, the Annual Festival of Houses and Gardens, the Charleston International Antiques Show, a licensed products program, and retail shops. In addition, HCF fulfills its educational mission through the interpretation of its collections and two museum sites: the Nathaniel Russell House, c. 1808, and the Aiken-Rhett House, c. 1818.

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