



Press Release

Ellery Homestyles Expands Its Vue™ by Ellery, Parasol™ and Curtainfresh™ Brands

New York – August 22, 2011 – Due to the success of the Vue bedding collection, the brand has been expanded under the Vue™ Signature name. The line was designed to appeal to a fashion-conscious audience who wants a contemporary look for the master bedroom. The collection includes 4-piece comforter sets consisting of a comforter, 2 shams and a bedskirt. A diverse range of decorative accent pillows feature pleats, embroidery, appliques and chenille embellishments to complete the collection and add interest.

Capitalizing on the growing trend in outdoor living, Ellery has expanded its Parasol™ line. The Parasol indoor/outdoor living collection features curtains and coordinating decorative pillows designed for indoor and outdoor spaces. The additions to the line include curtains fabricated in textural, woven solids with matching sheers and coordinating pillows. The Parasol collection is water and fade resistant as well as mildew, stain and soil resistant plus utilizes rust-proof grommets.

Curtainfresh™, the innovative curtains with odor-neutralizing technology developed in partnership with Church & Dwight, maker of Arm & Hammer®, has been expanded to include 4 new styles with prints and solids in various lengths plus a wide assortment of printed and embellished kitchen tiers sold as sets and separates. The Curtainfresh line has embedded technology that continuously neutralizes unpleasant odors from cooking, pets, smoke, must and mold.

The expanded lines can be viewed in the Ellery Homestyles showroom during Market Week in September, 2011.

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 and **Historic Charleston Collection™** - the distinctive home fashions brand that is steeped in historic Charleston's decorative arts culture. 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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