



Press Release

Ellery Homestyles New Showroom Creates an Unparalleled Buying Experience

New York – February 28, 2011 - In keeping with Ellery Homestyles's reputation for innovation in fashion, function and design, Ellery announced that it has taken a totally new approach to presenting home fashion products in its completely renovated showroom.

The 17,000 square foot space at 295 Fifth Ave., Suite 1212 is subdivided into four distinctive showrooms, two presentation lounges, a design studio and offices. The space has an exciting energy created by a loft-like look and distinctive lighting. "The new showroom will create a game-changing, unparalleled experience for buyers, one which they will appreciate and remember," said Budd Goldman, CEO of Ellery.

Each showroom utilizes a different approach to presenting products. The Window showroom displays full stories of product and emphasizes styling and color lines while the spacious Bedding showroom showcases 18 designs under the VUE and Waverly brands. A unique mixture of avant-garde and traditional displays in the Throw showroom creates an enhanced buying experience and the Specialty showroom will be customized for each market week to profile new category introductions.

The Presentation lounges are expertly designed to create a comfortable, private and relaxed atmosphere where customers will be able to view planograms and customized product programs. This comfortable environment goes hand-in-hand with the exceptional flow and ambience of the entire space.

The new showroom and company's expanded design studio will accommodate Ellery's growth plans. A visit to Ellery's new showroom will provide an unequalled experience in the home fashion industry.

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.

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