

Press Release

ROLLEASE OPENS NEW DISTRIBUTION CENTER FOR ALKENZ FABRIC PROGRAM

STAMFORD, CT, AUGUST 1, 2011: RollEase, the new exclusive distributor of Alkenz SunShadow solar screen fabric in the US, announced today that it is opening a new distribution center in Lenoir, North Carolina, making it one of the largest and most comprehensive distributors of solar screen fabric in the country.

The 30,000 square foot facility will be fully operational on August 15th. A significant supply of fabric has already arrived and more will be arriving in August and September. For western region customers, the company's Phoenix facility will be receiving rolls of the more popular styles and colors to provide quick delivery and reduce freight expense. Those customers in the northeast will continue to enjoy market-leading turnaround of solar fabric orders along with substantially expanded inventory levels in the company's Stamford facility. "Our decision to invest in this much material at the start of a program and open a new facility while significantly expanding two other facilities should deliver a clear message to everyone about our commitment to this program and our customers," said Greg Farr, Senior Vice

President.

RollEase is currently working on new Alkenz sample books, sample decks and other selection and sales support tools. As these materials become available customers will be alerted.

About RollEase

Founded in 1980, RollEase has become the essential source of innovative and high-quality products and services for window covering fabricators. RollEase offers the industry's broadest line of proprietary operating systems and components, as well as other complementary products, allowing its customers to manufacture and offer the highest quality window coverings in the industry.

For more information, press only:

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