



**FOR IMMEDIATE RELEASE**

## **Victor Acquires the Craftex brand**

**Saint-Georges, Quebec, Canada, March 23, 2009** – Victor, a leading North American textile company, today announced the acquisition of the Craftex brand from the secured creditor of Pennsylvania-based Craftex Mills. Victor will now own the Craftex brand and the company's catalog, featuring an extensive collection of unique designs and innovative patterns. The Craftex brand will continue to be offered by Victor, providing customers with the same quality products that have made it an industry leader for more than 100 years.

“This acquisition creates a more diverse product offering for Victor, and offers stability for customers of the Craftex brand during a challenging economic time for the entire textile industry,” said Paul Bennotti, Director of Marketing for Victor. “The Craftex brand is going to give Victor broader exposure in both the contract and residential markets and deepens our product offering.”

Craftex is one of North America's oldest and most respected textile brands. Upon learning of its availability, Victor made the decision to acquire the brand from the secured creditor of Craftex Mills. Victor's intention is to maintain the Craftex brand reputation for quality while continuing to add value through the introduction of new products and designs.

“The Craftex brand is well known and commands great respect across the entire industry,” said Bennotti. “Over the past 100 years, the Craftex brand has come to represent quality, innovation, value and service. Victor has built its reputation on these same qualities so I am confident that Victor will be able to provide customers of the Craftex brand the same quality service and products that they have come to expect.”

### **About Victor**

Victor, a leading North American-based textile company, specializes in innovative, environmentally sustainable fabrics. The company operates state-of-the-art mills in several Canadian and US locations, service-and-warehouse facilities in Grand Rapids, Michigan and Fall River, Massachusetts, and design studios in New York City and Fall River. Founded in 1947, family-owned Victor has a long history of serving the North American furniture industry with sustainable fabrics.

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