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***Craftex by Victor* Makes its Debut**

Saint-Georges, Quebec, Canada, April 6, 2009 – The combination of innovative designs, high quality materials and a commitment to customer service helped make the *Craftex* brand a leading supplier to both residential and commercial markets. Last month the *Craftex* brand including the entire product catalog and collection of designs and patterns was acquired by Victor, a leading North American textile company. Today, Victor unveils *Craftex by Victor*, a new brand focused on maintaining the legacy of the *Craftex* brand and continuing to expand the collection to include new designs and patterns consistent with the unique design identity associated with the brand.

“It’s a tremendous opportunity for Victor to be able to add a brand with a strong track record of success to our portfolio,” said Paul Bennotti, Director of Marketing for Victor. “Not only does the *Craftex by Victor* brand broaden Victor’s selection and diversity of products, it also helps preserve one of the industry’s most well-known and widely-respected collections of designs.”

Craftex by Victor products are designed, developed and manufactured with advanced control procedures structured to ensure that products meet the industry’s highest standards of quality. The *Craftex by Victor* brand features highly-styled woven fabrics available in numerous constructions, colors, and textures and includes a variety of traditional, transitional and contemporary themes and styles.

Along with the brand and catalog of current designs, Victor also acquired the *Craftex* archive which includes more than 30,000 fabrics spanning 100 years. The ability to access this extensive library of signature designs and patterns from throughout the history of the *Craftex* brand makes it possible to recreate an authentic look from seasons past or update archival designs and traditional tapestries. The archive will further aid in the preservation of the heritage of the *Craftex* brand while also providing inspiration for new designs for *Craftex by Victor*.

“The *Craftex* brand enjoyed a unique design identity which set it apart from its competitors in the industry,” said Bennotti. “Because Victor has purchased the entire *Craftex* catalog we will be able to continue that tradition of providing innovative, distinctive designs with the *Craftex by Victor* brand.”

Already a leading supplier to the commercial textile market, Victor is rapidly establishing a strong reputation among residential manufacturers with the introduction of a variety of innovative new products. In addition to the *Craftex by Victor* brand, Victor also recently introduced **eHome™**, a new brand of sustainable fabric designs for the residential market. Victor is a leader in developing, manufacturing and marketing environmentally sustainable textile products something that, according to Bennotti, may influence future *Craftex by Victor* designs.

“Victor has dedicated countless hours of research and significant resources to the development of an innovative collection of sustainable fabrics designed to protect the environment,” said Bennotti. “One of the most exciting things about the *Craftex* acquisition was the fact that they shared Victor’s passion for sustainable designs. With that in mind, I believe future *Craftex by Victor* designs, incorporating Victor’s expertise in eco-friendly products, would be a great addition to the brand.”

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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