



Victor Group exhibits at the Toronto Fabric Fair 2009

Saint Georges, Quebec, Canada, August 10, 2009 – The Victor Group will return once again to the Toronto Fabric Fair to showcase the latest additions to the company's residential collections. The Toronto Fabric Fair is held at the Paradise Convention Centre in Concord, Ontario from August 18–20. Victor will introduce the company's newest brand, **Craftex by Victor™** and also present its **Atelier™** Special Plains, a value offered line. Ms. Jennifer Fischer, Account Manager, will be representing Victor at this show.

Over the past 100 years, Craftex established a reputation for unique styling and distinctive designs that made it one of the most recognizable residential fabrics in the industry. Earlier this year, Victor acquired the Craftex brand, the catalog of current designs and the Craftex archive which includes more than 30,000 fabrics spanning 100 years. Craftex has always enjoyed a distinctive design identity which sets it apart from its competitors in the industry. The newly launched Craftex by Victor™ brand continues the Craftex tradition with the introduction of a variety of beautiful new fabrics and designs which remain true to the brand's heritage.

Craftex by Victor™ products are designed, developed and manufactured to meet the highest standards of quality and performance in the industry. Craftex by Victor™ features highly-styled woven fabrics available in numerous constructions, colors, and textures and includes a variety of traditional, transitional and contemporary themes and styles.

Victor's Atelier is an exquisite assortment of intricate tapestries and luxurious chenille velvets. This brand captures the essence of beauty by creating gorgeous textiles with complex weaves, unique yarn mixes, and modern color combinations. The new Atelier Special Plains Collection, attractively priced from \$4.50 - \$5.50, is domestically produced allowing for reduced lead times.

"We believe that the Canadian market holds great potential for Victor's residential products, which is why we are excited to be returning to the Toronto Fabric Fair to share our newest products," said Paul Bennotti, Director of Marketing for the Victor Group. "Although Victor is still relatively new to the residential market, our products and service level has already been well received. Victor has earned a reputation in the contract market for providing distinctive designs with a high level of quality including a variety of revolutionary sustainable products. Now we hope to be able to develop a similar standing in the residential market."

About the Victor Group Inc.

Victor Group, a leading North American-based textile company specializes in innovative, environmentally sustainable fabrics designed for the contract, residential, outdoor, apparel and speciality markets. 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 since 1980.

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