



FOR IMMEDIATE RELEASE

Craftex by Victor™ Brand Thrives Under Victor Group Ownership

Manufacturing output of the Craftex brand has already returned to pre-acquisition levels

Saint-Georges, Quebec, Canada, August 17, 2009 – The Craftex by Victor™ brand, featuring distinctive designs and high quality materials has been a popular, premium textile serving both the residential and contract markets. Following the recent acquisition of the company by the Victor Group earlier this year many wondered, both publicly and privately, if the brand would be able to survive the transition. According to Victor Group management, not only has the brand survived, it has already returned to pre-acquisition levels and continues to grow, despite challenging economic conditions.

“The launch of the Craftex by Victor™ brand has been a tremendous success for Victor as well as for customers of these legendary fabrics,” said Paul Bennotti, Director of Marketing for Victor. “Thanks to the due diligence performed by both companies prior to the acquisition, we have been able to maintain the quality and unique design personality that has defined the fabric offerings.”

Craftex by Victor™ products are designed, developed and manufactured to meet the highest standards of quality and performance in the industry. Victor has invested many resources to this brand. We are committed to the continuous development of this sector of our business including the introduction of new products, yarns and designs. This commitment is reflected in recent increases in the company’s R&D department and the launch of a dedicated area the corporate website, focused on giving customers an opportunity to experience the essence of the Craftex by Victor™ brand.

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 Craftex 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 collection while also providing inspiration for new designs.

“One of the most often repeated comments we heard when the Craftex by Victor™ brand was introduced at Showtime was that people really didn’t know what to expect when they came to see the new collections,” said Bennotti. “Many visitors admitted that they were concerned that it would be difficult to replicate the distinctive designs and craftsmanship that made Craftex unique in the industry. It was extremely gratifying to see the tremendous response when the brand was introduced and to hear the positive reactions from customers, many of whom remarked that we were one of only a handful of suppliers left in the industry that was still able to offer truly high end European styled jacquards.”

Already a leading supplier to the commercial textile market, Victor is rapidly establishing a strong reputation among residential manufacturers, distributors and retailers as a supplier that is committed to the industry and is investing in a variety of innovative new products. With the addition of the Craftex by Victor™ brand, Victor’s residential offerings have virtually doubled, positioning the company as one of the industry’s leading supplier of a wide variety of products at different price points to the residential market.

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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