



## FOR IMMEDIATE RELEASE

### Victor Group Fabrics Help Steelcase Think<sup>®</sup> Pink

*Steelcase offers limited-edition version of award-winning Think<sup>®</sup> Chair, featuring pink fabric donated by Victor, in recognition of National Breast Cancer Awareness Month.*

**Saint-Georges, Quebec, Canada, October 22, 2009** – October is National Breast Cancer Awareness Month (NBCAM), and in recognition Steelcase has created a limited-edition Think Chair featuring pink fabric donated by Victor Group to help raise awareness.

“It is our hope that by raising awareness about this critical issue, we can help make more realize the importance of early detection and treatment until researchers find the diagnostic tools and treatments that will put an end to breast cancer forever”, said Rob Poel, channel manager for Steelcase.

The pink fabric that adorns the Think Chair was created by the Victor Group, a leading North American textile company and a major supplier of fabrics to Steelcase. Victor has been manufacturing the wool nylon blend of fabric featured on the Think for many years, so the comfort and quality of the pink version of the chair will meet the same high standard that customers have come to expect from more traditional color adaptations of the award-winning chair.

Victor welcomed the opportunity to participate in the program and even offered to donate the distinctive pink fabric to Steelcase.

“I think one of the reasons that we have enjoyed such a long, successful relationship with Steelcase is because we have similar views on a variety of business philosophies, including community service,” said Paul Bennotti, director of marketing for Victor. “When they came to us and explained what they were thinking about doing, we absolutely wanted to be involved.”

#### **About Victor Group**

Victor Group is a leading North American-based textile company specializing in sustainable and innovative fabrics designed for the contract, residential, outdoor, apparel and specialty 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 textile industry with environmental fabrics since 1980.

#### **About Steelcase Inc.**

Steelcase Inc. helps create great experiences - wherever work happens. Our brands offer a comprehensive portfolio of workplace furnishings, products and services, inspired by nearly 100 years of insight gained serving the world's leading organizations. We are globally accessible through a network of channels, including over 650 dealers. We design for social, economic, and environmental sustainability. Steelcase is a global, publicly traded company leading our industry with fiscal 2009 revenue of approximately \$3.2 billion.

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