



For Immediate Release

Victor Group to Attend Toronto Fabric Fair 2010

Saint Georges, Quebec, Canada, January 22, 2010 – The Victor Group will be returning to the Toronto Fabric Fair to offer Canadian customers their first look at the company's latest residential designs for 2010 including new offerings from some of its most popular brands including **Atelier™**, **World@Home™**, **Terrazzo™** as well as eco-friendly **eHome™** products. The Toronto Fabric Fair will be held at the Paradise Convention Centre in Concord, Ontario February 9-11. Ms. Jennifer Fischer, Account Manager, will be representing Victor at this show.

"The Canadian market continues to offer great potential for Victor's residential products, so we are thrilled to be participating in the Toronto Fabric Fair again this year," said Paul Bennotti, Director of Marketing for the Victor Group. "I think visitors will be pleasantly surprised by the diversity they will find in the Victor display this year. Traditional, transitional and contemporary styles will all be featured across a wide range designs and price points."

Victor designs will be introduced in four distinct color themes, which will be featured across all collections. *Glimpse of Infinity* will include a variety of deep Mediterranean colors including dazzling combinations of aqua, purple, and teal. *Radiant Sultry Sizzle* will offer a range of designs featuring different shades and depths of oranges. *Moments in Pause* will feature an array of soft, beautiful lilacs and other whisper colors, while the *Chartreuse Charcoal* theme offers intriguing combinations of yellow greens and grays.

Craftex by Victor™ will also be on display with six new trend stories. The *Tribe* theme will feature skins, rugs and Ikat designs. *Village* offers handcrafted and novelty fabrics and the *Nuance* theme includes a variety of nature-inspired designs. *Loft* will bring a modern, transitional look to the brand, while *Chateau* will provide a more traditional Craftex approach. The *Uptown Traditional* theme will feature a variety of innovative new designs that epitomize casual living.

The second installment of the eHome™ Educational Series and several new eHome™ environmentally friendly fabrics, created with 100% recycled content, will also be available. Sustainable design is a corporate philosophy and company-wide commitment at Victor with more than 90% of products using eco-friendly materials in their complete development. The eHome™ Educational Series was designed to educate and inform customers on many environmental topics such as sustainability, post-consumer and pre-consumer polyester, responsible design and the impact of waste. For a free copy of the eHome™ brochure, please visit www.victorgroup.com.

About Victor Group Inc.

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.

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Cube – World@Home™ (top)
Miranda - Atelier™ (bottom)

