



FOR IMMEDIATE RELEASE

Victor Group Announces Sales Management Reorganization

Saint-Georges, Quebec, Canada, February 15, 2010 – The Victor Group, a leading North American-based textile company, today announced the reorganization of the Company’s sales structure and the elevation of Jack Eger to the position of director of sales. In this new position, Eger will be responsible for the management of the entire residential sales effort across all Victor brands. These changes to Eger’s position are effective immediately.

“I am excited about this new challenge and looking forward to working with our customers and distributors under a new, streamlined management process that will help reduce the time it takes to get product out to the market,” said Eger. “This new management structure will allow for greater collaboration with the product design team and give our salespeople the ability to provide customers with the products they are looking for in the most effective and efficient manner possible.”

Eger was a partner at Craftex when Victor Group acquired the brand and catalog of products in March of 2009. Following the acquisition, Eger was appointed to the position of vice president of sales for the Craftex by Victor brand where he assumed responsibility for the launch and subsequent sales efforts for the Craftex by Victor brand.

“Jack’s background, experience and industry knowledge will be a tremendous asset to Victor as we look to continue our growth under this new management structure,” said Charles Adams, chief sales officer for the Victor Group. “During his time at Craftex, Jack was very successful at helping the company forge strong relationships with customers and the distributor community. We are looking forward to him continuing that effort with Victor in his new position.”

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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