



WOOLRICH®
EST. 1830

Contact: Kathy Wall
The Media Matters, Inc.
336.236.7447 phone
336.236.7452 fax
kwall@themediamatters.com

“Woolrich Debuts New Line of Bath Accessories with Blonder Home Accents”

May 30, 2006, Woolrich, PA—Woolrich, Inc., well-known for its apparel and home furnishings since 1830, is partnering with Blonder Home Accents to produce the Woolrich line of bath accessories. The collection will be launched at the New York Textile Market in August.

Each collection will include approximately 15 pieces consisting of a lotion pump, soap dish, tumbler, toothbrush holder, night light, tissue box, wastebasket, shower curtain, shower hooks, rug, and towels. There will be three distinct Woolrich themes and target retail price points will range from \$7.00 to \$60.00. The collections will be sold to a wide variety of retailers within North America.

Frank Sterling, President of Blonder Home Accents noted, “The inspiration of nature is evident in each item in our Woolrich collection of bath accessories, as we feel there is a thriving market for these home accents.”

The bath accessory category is the latest addition to the Woolrich Home Furnishings Division. Woolrich Vice President of Licensing Dennis Marxen stated, “Woolrich is much more than a brand...it is an American lifestyle. With the addition of bath accessories from Blonder, we further enhance our 176-year heritage of offering quality products.” Other home furnishings categories include casegoods and upholstery, lighting, rugs, decorative accessories, table top, mouse pads and coasters, wallpaper, table linens, and top-of-bed ensembles.

About Woolrich, Inc.

In 1830 John Rich founded Woolrich® in central Pennsylvania. Now celebrating 176 years, Woolrich is the authentic American brand that celebrates the outdoors with functional, durable products for outdoor

enthusiasts. As the nation's oldest continuously operating apparel and woolen fabric marketer and manufacturer, Woolrich's heritage and experience are unparalleled. Trusted by generations of consumers, Woolrich continues the tradition with furnishings and accessories inspired by the outdoors for the home. For more information about Woolrich, visit www.woolrich.com.

About Blonder Home Accents

Blonder Home Accents is an 88-year old, 100% employee owned company, and is one of America's top three suppliers of wallcoverings. As one of the leading suppliers of digitally printed wall murals and decorative appliqués, Blonder Home Accents creates approximately twenty-five new collections each year. Additionally, the company offers creatively designed bath and kitchen accessories and textiles. With over 65 lines to choose from, these ensembles have a variety of themes including coastal, lodge, country/folk, western, kids, traditional, novelty, and seasonal. The Expressions™ accessories and textiles programs are unique in that customers can buy all coordinated items from one source. Blonder Home Accents' motto is truly "Our Design, Your Imagination®". Visit Blonder Home Accents at www.blonderhome.com.

#