

## Pollack and Weitzner Join Forces

**New York, NY (May 2, 2011)** – Pollack and Weitzner Limited are pleased to announce a merger agreement that consolidates their leadership roles in the textile and wallcovering industry. The merger will enhance growth potential for both design driven brands, as well as continue to build a diverse product offering for designers and consumers.

Founded in 1988, Pollack is a pioneer in the residential and contract textile industry, and today, offers more than 500 innovative and eclectic designs for upholstery, windows and walls. Weitzner, launched in 2004, is an internationally renowned manufacturer of artful wallcoverings that combine extraordinary design with uncommon materials.

“The Pollack and Weitzner merger is a textbook example of the perfect business consolidation,” said Rick Sullivan, President, CEO and CFO of Pollack. “We’ve taken two of the best brand names in the industry and added increased growth potential and the economies of scale. The merger provides product diversity and increased working capital for the consolidated company. It’s a “slam-dunk” winner in all respects – for our brands, our employees, our business partners and our clients.”

The Weitzner and Pollack brands will remain completely separate with respect to each company’s design studio, aesthetics and distribution. Within the next year, Weitzner plans to expand into textiles, with the introduction of its own fabric collection.

“Lori is a marvel in the design world, and I have always admired both her amazing talent and her enthusiasm for design,” said Mark Pollack, Design Director of Pollack. “I think that this merger will energize both of our studios, with their uniquely different styles, but with a common commitment to excellence. It is such a unique opportunity for all of us.”

“I have admired Pollack since they began 23 years ago; an amazing company with beautiful products and beautiful people,” added Lori Weitzner, Principal and Creative Director of Weitzner Limited. “I am humbled and incredibly honored to be their partner.”

For more information, please visit [www.pollackassociates.com](http://www.pollackassociates.com) and [www.weitznerlimited.com](http://www.weitznerlimited.com).

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