



FOR IMMEDIATE RELEASE

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### **Blonder Home Accents finds Elegant New Solutions with Kathy Ireland Home**

Los Angeles, CA -- Blonder Home Accents is proud to announce its new partnership with Kathy Ireland Worldwide (KIWW), the design and marketing firm founded by CEO and Chief Designer, Kathy Ireland, to design wallcovering collections (including appliqués) and bath accessory ensembles. These will be distributed as the Kathy Ireland Home by Blonder Home Accents brand. Our designs will be based on Kathy Ireland Worldwide Style Guides®, which savor the rapture of her travels to exotic lands. The first collections will debut at our New York showroom, 295 5<sup>th</sup> Avenue, Suite 919, during NY Home Fashions Market, August 4-10, 2007.

"I am thrilled to be in partnership with KIWW. This is a benchmark in the history of Blonder. Our partnership with KIWW will allow us to experience a greater presence in the marketplace with an impressive brand offering supporting the KIWW mission of *"...finding solutions for families, especially busy moms."* Our aspiration is to design products that inspire consumers to escape, to relax, to experience serenity, to pamper, to indulge and to make home their haven. Kathy's philosophy of 'Living life instead of making life perfect' is directly in line with my and my company's beliefs. Together we look forward to an unlimited future," expressed Frank Sterling, President of Blonder Home Accents.

Blonder Home Accents is one of the nation's largest suppliers of wallcovering, headquartered in Cleveland, OH. The company has more recently built a strong reputation for producing quality home accessory ensembles and textiles. Blonder Home Accents is committed to developing and marketing distinctive wallcovering and home décor products at affordable prices and to consistently offer its customers unique decorating solutions, top tier ongoing support and high value-to-cost products.

"Everyone at Kathy Ireland Home is delighted to partner with the extraordinary team from Blonder Home. The categories of wall coverings, bath accessories and appliqués are all areas of home decor where our customer needs solutions. Today, with this dynamic

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partnership, we have found the right solution. These beautiful products are pure design. We are grateful to Frank Sterling and his incredible team. This is a very happy and extraordinary day for our company and most of all, our customers. Together, we are one step closer to fulfilling our mission of “...*finding solutions for families, especially busy moms.*,” said Kathy

### **About Kathy Ireland Worldwide**

KIWW is the design and marketing firm founded in 1993 by CEO and Chief Designer, Kathy Ireland. The mission of KIWW is “...*finding solutions for families, especially busy moms.*” Their trademark is “fashion, quality, value and safety.”™ Forbes Magazine reports that KIWW is a “design empire which grosses over one billion dollars annually in retail sales.” This year Newsweek reported, “Annual sales run to \$1.4 billion.” KIWW products include flooring, rugs, home furniture, office and entertainment furniture, lighting, decorative accessories, window coverings, bedding, mattresses, candles, apparel, jewelry, blankets, leather, hand-painted porcelain, fire resistant products, and top of bed fashions.

In 2000, KIWW began expanding its mission and consumer needs, with the addition of specialty brands, presenting “Design Ambassadors” ACafé by Chef Andre for food and entertaining, Jardin du Jour cultivated by Nicholas Walker for outdoor living and garden inspirations and The Quilts of Gee’s Bend whose original works of art from rural Alabama are the Genesis of unique designs for home museum tours around the world.

KIWW teams with industry leaders in each category of business, Flooring-Shaw Industries a Berkshire-Hathaway Company, Rugs-Shaw Living a Berkshire-Hathaway Company, Home Furniture-Kathy Ireland Home by Standard, Office and Entertainment Furniture-Kathy Ireland Home by Martin, Lighting-Pacific Coast Lighting, Decorative Accessories- Pacific Coast Accessories, Window Coverings-Kathy Ireland Home by Therapedic, Permanent Florals-Kathy Ireland Home by Labs, Candles- Kathy Ireland Home by Hanna’s Candle Co., Socks- Kathy Ireland by Moretz, Active Wear- Kathy Ireland by Orix, Blankets- Kathy Ireland Home by Faribault Mills, Top of Bed Fashions- Kathy Ireland Home by Hallmart Collectibles, Hand painted porcelain- Kathy Ireland Home by Franz, Fire resistant products- Kathy Ireland Home by Basofil and Jewelry- Kathy Ireland Exclusively for House of Taylor Jewelry, House of Taylor Jewelry (NASDAQ:HOTJ) is a publicly traded company, Leather- Kathy Ireland Home by Omnia Furniture. For more information, please visit [www.kathyireland.com](http://www.kathyireland.com).

### **About Blonder Home Accents**

Blonder Home Accents is an 89-year old, 100% employee owned company, and is one of America’s top three suppliers of wallcovering. As one of the leading suppliers of wallcovering, digitally printed wall murals and decorative appliques, Blonder Home Accents creates approximately twenty-five new collections each year. Additionally, the company offers exceptional and imaginatively designed bath and kitchen accessory ensembles and textiles.

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With over 65 lines to choose from, these ensembles identify and characterize the company's lifestyle themes, such as Growing Up, Outdoor Life, Sun 'n Surf, Traditionally American, 'Tis the Season and Urban Elegance. These accessory ensembles and textile programs are unique in that customers can achieve complete coordination and purchase the items from one source. Blonder Home Accents' motto truly is "Our Design, Your Imagination®". Visit Blonder Home Accents at [www.blonderhome.com](http://www.blonderhome.com).

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