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MILES TALBOTT



Draft

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Editors' Note: For images, go to <http://pressroom.wrayward.com/sunbrella>

**First Sunbrella® Interior Lifestyles Gallery
Launched With California Retailer**

*Joe Ruggiero Home, Sunbrella® Fabrics, Miles Talbott Upholstery
Partner for Cohesive Story of Style and Performance*

A Sunbrella® interior lifestyles gallery based on a compelling story of beautiful, easy-care home décor has debuted with a California retailer. Home furnishings are drawn from the Joe Ruggiero Home Collection, including Sunbrella® fabrics featured on Miles Talbott upholstery and in numerous applications in five distinct room vignettes.

“Consumers are drawn to a story, and this new gallery was created to tell the story of how you can combine design aesthetics, comfort, durability and easy care,” said George Jordan, president of Miles Talbott, a High Point, N.C.-based furniture manufacturer. “The new gallery tells this story in a lifestyle setting that retail associates can use effectively to assist consumers as well as design professionals.”

The new gallery is debuting at PTS Furniture, a furniture retailer in Thousand Oaks, Calif. More than 1,000 square feet of the 44,000-square-foot location has been

transformed into a home gallery featuring Ruggiero designs in Sunbrella fabrics, upholstery, case goods, lighting, top-of-bed, artwork and accessories.

“We were very familiar with the Joe Ruggiero gallery within the Miles Talbott showroom in High Point and the ‘wow’ factor that he creates during each market,” said Kathy Paul, an owner of PTS Furniture. “After spending time with Joe and learning more about his design vision and his total home collection, we made the commitment to develop a gallery similar to the High Point showroom within our store. Joe is a great partner for us to work with, and he has the ability to develop great design that consumers love.”

For Ruggiero, the gallery within PTS is the first time that he has offered a comprehensive and cohesive display of his home collection throughout a variety of room settings at retail. Working with Miles Talbott, he has continually refined his merchandising approach for High Point furniture market that is also ideal for retailers.

“Our collection of Sunbrella fabrics provides the unifying element throughout the gallery,” Ruggiero said. “We have not only transformed Sunbrella from an outdoor fabric into a home décor fabric, but we have also created a fabric that is pet and kid friendly and can be used everywhere in the home, from bedding and light shades to decorative pillows, throws and area rugs.”

While the PTS gallery is currently one-of-a-kind at retail, the sponsors of this project – Ruggiero, Miles Talbott and Sunbrella – view it as a prototype that other furniture retailers will want to consider.

“The gallery concept at PTS offers an opportunity for a retailer to kick start sales,” said Greg Rosendale, residential fabrics manager for Glen Raven Custom Fabrics, the makers of Sunbrella fabrics. “When you use the gallery to tell a story of beauty, easy care and comfort, you engage and inspire consumers. This is the kind of environment that can benefit every furniture retailer.”

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About PTS Furniture

PTS Furniture is located at 250 Conejo Ridge Ave. in Thousand Oaks, Calif. Founded by Joe Paulucci in 1980 as the “Pool Table Store,” the company today is a full-line furniture retailer featuring a number of the country’s top upholstery lines. Ownership today includes Kathy Paul, daughter of the founder, and Maureen Holm. On the web at www.ptsfurniture.com.

About Joe Ruggiero

Joseph Ruggiero & Associates, Inc. is a multi-media home design and television production company based in Los Angeles. In addition to his Miles Talbott upholstery line, Ruggiero also designs a signature Sunbrella® fabrics collection, lighting for Craftmade, wall décor for W. King Ambler, casual furniture for Terra, wood furniture for Gat Creek (American made with wood from sustainable forests), all-weather wicker for Woodard in Viro fiber, decorative trims for Phoenix and bedding and drapery for Casa Fiora. On the web at www.joeruggiero.com.

About Miles Talbott

Miles Talbott was founded in 1993 by Michael Thomas Furniture to expand its offering of top quality furniture for the growing market of lifestyle upholstery. On the web at www.milestalbottfurniture.com. The Miles Talbott High Point Showroom is located at 1690 English Road in High Point.

About Sunbrella® Fabrics

Celebrating 50 years of innovation in 2011, the Sunbrella brand revolutionized the way the world thinks of beautiful performance fabrics with its entrance to the marketplace in 1961. Today, durable, easy-care Sunbrella fabrics are available in thousands of sophisticated styles, patterns and colors for wherever people live, work and play. On the Web at www.sunbrella.com. Follow Sunbrella on Facebook at www.facebook.com/Sunbrella or on Twitter at <http://twitter.com/sunbrella>.

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