

FOR IMMEDIATE RELEASE

AMERICAN LEATHER NOW OFFERING FABRIC ON ENTIRE COLLECTION

OVER 400 UPHOLSTERY OPTIONS NOW AVAILABLE

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DALLAS – November 2009 – Dallas-based furniture manufacturer and design leader AMERICAN LEATHER announces the addition of a fabric upholstery option across the company's entire product line.



With this new offering, American Leather will now have more than 400 upholstery options to choose from, which include leathers, Ultrasuede®, and its collection of premier fabrics.

"Between our private label partners, the introduction of John Charles Designs in 2008, and our hospitality business, fabric is nothing new to American Leather," says Bruce Birnbach, President. "We have six computerized cutters and hundreds of rolls of fabric in inventory, and can deliver this new fabric option with the speed and quality that has always been synonymous with the American Leather brand."

According to Birnbach, offering fabric throughout the entire line now allows customers to have more choice than ever before, yet the company has also simplified the buying process. "We've made buying our furniture through our more than 800 retail partners nationwide as easy as it has ever been, and we can now finally tell our customers 'anything goes!'," said Birnbach. "Best of all, we can still utilize our quick turnaround and engineering excellence to deliver beautiful, custom-made product in the home within 30 days."

In addition to offering fabric across entire line, American Leather has revamped its entire leather line to include 40 percent of eco leathers, and the most current, on-trend colors and textures in the industry today.

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Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered, premium leather and fabric furniture, and is recognized as one of the leaders of innovative, high-quality, made-to-order furniture without the wait. Please visit www.americanleather.com for more information.