

FOR IMMEDIATE RELEASE

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214/521-8596jgreen@mbapr.com**AMERICAN LEATHER GETS PERSONAL
IN THE NEW YEAR***Personalized Comfort Recliner Gift Card Program
Offered Through Retailers*

DALLAS – December 2011 – American Leather is looking to end re-gifting this season, with a personalized Comfort Recliner™ gift card program sure to be the best gift under the tree. Starting in December, consumers can stop by one of the Dallas-based furniture company's top 110 retailers nationwide and pick up a gift card that offers a fully customizable Comfort Recliner™ for a lucky recipient.

As the newest innovation in the American Leather family of products, the Comfort Recliner is the industry's first truly customizable recliner that offers endless ergonomic adjustability in key support areas on the body. This includes adjustable support in the head, neck and shoulders; adjustable seat height; independent back recline and footrest extension; and infinite reclining positions for ideal relaxation.



Through the new retailer gift card program, a Comfort Recliner can be purchased as a gift for someone else, and the recipient will be able to go into the store for their customized "fitting" of their personal Comfort Recliner. Personalization will include choosing from seven different styles, selecting from three sizes, customizing the leather or fabric covering, and choosing either a swivel base in wood, chrome or upholstery, or a four-leg option.

"Though gift cards are becoming more popular these days, they are sometimes seen as a less personal gift. There is nothing impersonal about the Comfort Recliner gift card," said Bruce Birnbach, president of American Leather. "This is in fact the very essence of personalized comfort. For the first time, consumers can select exactly the style, size and covering they want, and can customize their relaxation through endless reclining options. And now this luxury can be packaged up with a bow for the perfect gift."

Designed by Tom Garland, inventor of American Leather's Comfort Swing mechanism, and Paul Zaidman, the Comfort Recliner includes a patented Infinite Personal Seating System™ which offers endless options for customized reclining comfort. Like all AMERICAN LEATHER products, the Comfort Recliner can be made-to-order for every consumer. The American Leather gift cards are available year-round, and make an ideal gift for any occasion. Select retailers offering the gift cards can be found at <http://www.americanleather.com/Locator.aspx>.

Founded in 1990, AMERICAN LEATHER is a manufacturer of custom upholstered premium leather furniture, and is recognized as one of the leaders of high quality, custom designed and innovative leather furniture. Please visit www.americanleather.com for more information.