

FOR IMMEDIATE RELEASE

AMERICAN LEATHER INTRODUCES NEW ECO LEATHER LINE UP

ENVIRONMENTALLY FRIENDLY LEATHERS NOW REPRESENTING 40 PERCENT OF COLLECTION

DALLAS – October 2009 – Dallas-based furniture manufacturer and design leader AMERICAN LEATHER announces a new line up of eco leathers for the October High Point Market, adding to the company's

sustainable story.



With the addition of new eco leathers in the collection, environmentally friendly, chrome-free leathers will make up 40 percent of the company's leather coverings, offering a completely natural, non-toxic option for eco-conscious consumers. Introduced through the Rino Mastrotto Group's leather upholstery division, the new eco leathers come from the family of leathers used on Bentley car interiors, and will be available on leather furniture exclusively through American Leather in the U.S.

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.

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> "American Leather has been successfully committed to becoming more ecofriendly while still remaining one of the leaders of innovation and product choice," says Bruce Birnbach, President. "We consistently look to refresh our leather options with not only updated colors and finishes, but also look to partner with tanneries that use the latest processes that meet the highest environmental standards. The new eco line will expand American Leather's "green" options and will continue to help set the company apart as a sustainable partner to the industry."

> In addition to the eco-friendly leathers, American Leather will also premier 45 new, on-trend leathers that offer a refreshed palette and some new finishes. These include a rich, wax-pull up hide – with colors exclusive to American Leather, and a new shimmer line that will complement the contemporary collections.