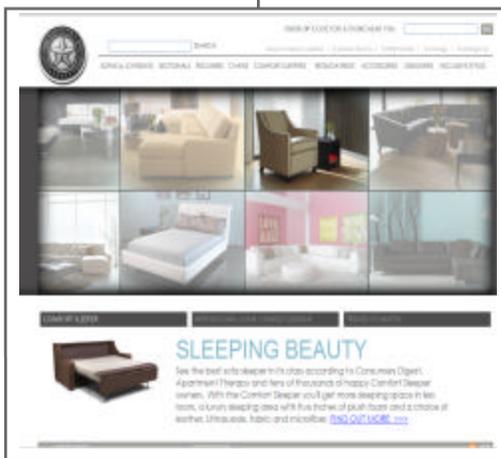


AMERICAN LEATHER LAUNCHES NEW WEBSITE

*New Site Expands Interactive Features
and Access to Latest Trends*

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DALLAS – May 29, 2009 – Dallas-based furniture manufacturer and design leader AMERICAN LEATHER takes its new Website live today, unveiling a more user-friendly, interactive and feature-rich online branding experience.



Still located at www.americanleather.com, the new Website was designed from the perspective of a shopper looking in on various showroom windows. Visitors to the site can shop around for furniture based not only on the type of furniture – such as sectionals, sofas, chairs, home theater, beds or sofa sleepers – but also by personal style and home décor needs.

“Today’s furniture buyer is looking for furnishings that are not only beautifully designed, but also meet the demands of their lifestyle and personal living space,” said Bruce Birnbach, president of American Leather. “The site is designed to entice visitors with possible room décor scenarios that will help them envision how our furniture could look in their homes, and also provide inspirational decorating ideas.”

In addition, Birnbach said the new Website carries a “Trends to Watch” area, which will keep up with the latest in news about American Leather, fashion and design trends for the home, and tips to help visitors with their furniture purchase decisions. The site also links to an American Leather blog area that is updated with hot stories on American Leather, features the “scene and be seen” about American Leather products in the marketplace, and encourages an ongoing dialogue with the consumer.

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"The new site helps communicate decision-making information such as the history of American Leather and our green initiatives for the future; the superior craftsmanship and design capabilities of our team; what leathers, Ultrasuedes and fabrics are available to the consumer; and where to find American Leather products locally. Overall, the site offers a great vehicle for telling our story," added Birnbach.

Visitors to the site will find an enhanced leather-, Ultrasuede- and fabric-swatch viewing feature to offer an instantaneous view of how they can customize their American Leather furniture. The site navigation has been redesigned so that visitors can see multiple views of each piece of furniture, get specific SKU and design information, and also be guided to other products that compliment each other.

To find American Leather products locally, the "Dealer Area" showcases stores that are within a visitor's zipcode zone, and features a map of where the stores are located. The site newly allows visitors to sign up to receive American Leather's catalogs or on-going e-newsletters.

"We created the new American Leather site to help bring our customers the most interactive and informative means of learning about our company and the various options and resources available to them," said Birnbach. "As we continue to brand our company as one of the leading manufactures of premium leather and fabric furniture, the Web site will become an even more critical tool for staying in front of consumers and supporting our retail channel."

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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.