

FOR IMMEDIATE RELEASE

AMERICAN LEATHER NAMES BERRIOS VICE PRESIDENT OF SALES

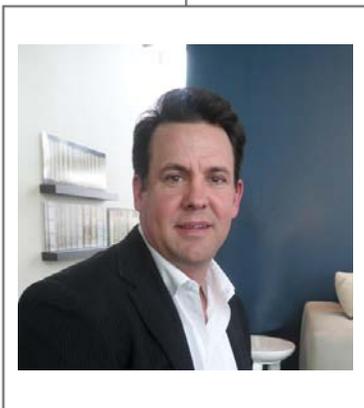
Promotion Marks Company's Growth and Market Expansion

MEDIA CONTACT

Jennifer Green

Lainie Kritser

214/521-8596

jgreen@mbapr.comlkritser@mbapr.com

DALLAS – April 2, 2011 – Dallas-based **AMERICAN LEATHER**, the custom design leader and manufacturer of premium leather furniture, announces the promotion of Rico Berrios to vice president of sales. Previously as national sales manager, Berrios was responsible for leading the company's sales efforts, and managing the team of American Leather Brand Ambassadors that represent the line nationwide. In his new role, he will continue to grow the company's sales function while helping build the American Leather brand among retail and consumer markets.

As an American Leather veteran for more than ten years, Berrios previously represented the line in the Carolinas, in Florida and the surrounding southeastern states, where he was named Regional Sales Manager in 2005. According to Bruce Birnbach, president, Berrios has been responsible for growing the company's national sales during his five year tenure as national sales manager, and building the team of Brand Ambassadors throughout the country.

"During Rico's career with American Leather, he has doubled the sales volumes in his territory, and has been instrumental in broadening the scope of our sales program nationwide," said Birnbach. "Under his leadership, our company has continued to grow, even in the difficult economic market. American Leather has also gained a tremendous

foothold in new retail territories, which is a credit to Rico's management of the Brand Ambassador team. We are excited to recognize Rico for his accomplishments and contributions to our success."

According to Birnbach, Berrios will also work to more cohesively align the national sales efforts with the company's branding and marketing strategies. "With Rico's industry background and long history with the company, he will be essential in broadening the customer service and business development component of our sales efforts," said Birnbach. "His role will allow him to incorporate sales strategies that closely support our growing national marketing program."

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.