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FOR IMMEDIATE RELEASE

Carlson Marketing Group joins Burch Fabrics Group

Grand Rapids, MI—March 2010— Burch Fabrics Group is excited to announce the addition of the Carlson Marketing Group to its esteemed independent sales force.

Elena and Jim Carlson of the Carlson Marketing Group bring with them over 15 years of industry experience and expertise. They will be focusing on the food service and hospitality markets as well as targeting architects and designers.

Carlson Marketing Group's New England territory consists of Massachusetts, Connecticut, Rhode Island, Vermont, New Hampshire and Maine for Burch Fabrics Group.

For more information on Burch Fabrics Group please visit www.burchfabrics.com.

About Burch Fabrics Group

Burch Fabrics Group has been providing high-end original designs for over 106 years. Offering a fresh and progressive collection of Crypton®, INCASE™, high performance seating, earth friendly options, polyurethanes, vinyls and vertical surface fabrics to fit every need. Located in Grand Rapids, Michigan, Burch Fabrics Group is a family owned company.

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