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FOR IMMEDIATE RELEASE

Heins Marketing joins Burch Fabrics Group

Grand Rapids, MI—August 2010— Burch Fabrics Group is excited to expand its independent sales force in eastern Pennsylvania, southern New Jersey and Delaware.

Bruce and Kim Heins of Heins Marketing will be calling on the A&D community and focusing primarily on the hospitality market for Burch Fabrics Group.

Having over 15 years of industry experience, Heins Marketing brings a mature and committed approach with their extensive line of furniture solutions. The mission at Heins Marketing is to provide an innovative approach to achieve tangible results for their clients with lasting products.

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, polyurethane, vinyl 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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