

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Weathered Stone™ Featured in Three International Design Awards

Award winning design includes Weathered Stone™ on fireplace.

June 5, 2007—Fairhope, AL- Weathered Stone™ panels were used over a dated brick fireplace in award winning design contest. The room was designed by Jane Speroff, INTERIORS by Decorating Den™ business owner and designer in Trumbull, CT.

The award winning design by Speroff was judged along with 400 other entries in two separate design contests. Approximately 30 editors from distinguished home and garden magazines such as Better Homes & Gardens, Traditional Home, House Beautiful, House & Garden and Good Housekeeping served as judges.

The Awards were given out during INTERIORS by Decorating Den's 38th Annual Design and Market Conference, recently held in Nashville, TN. "We are pleased to have the national recognition from INTERIORS by Decorating Den™. Weathered Stone™ was chosen by the designer, because it's a great remodeling fix---without the hassle," said Sean Howard, owner and inventor of Weathered Stone™.

Weathered Stone™ is a hand made stone and leather replica covering that is only 1/32nd of an inch thick. The product is manufactured in Fairhope, AL, and has 300 certified installers nationwide. Weathered Stone™ cost effectively and time efficiently resurfaces practically all solid interior surfaces.

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The use of Weathered Stone™ for remodeling eliminates the need for sanding and sawing. Weathered Stone™ becomes pliable during the installation process, and dries after applied to a solid surface. The result is a sheet of stone that can be molded, bent and shaped around any interior surface. All adhesives are water based, making installation simple and time efficient. The final step of grouting the seams gives the installed product added depth and texture.

Weathered Stone™ is produced on a canvas backing; the texture is primarily plaster, and has 15% additives for strength and durability. The product is then cut, cracked, and colored by hand.

About INTERIORS by Decorating Den™

INTERIORS by Decorating Den's room makeovers have been featured in such publications as Good Housekeeping, Better Homes and Gardens, Woman's Day, House Beautiful and House & Garden. In addition, the company has been featured in a variety of design segments on HGTV and The Discovery Channel.

Established in 1969, INTERIORS by Decorating Den™ has more than 500 franchise and decorators worldwide. Each decorator brings thousands of design ideas and samples of window, wall and floor coverings, furniture, and accessories directly to their client's homes or offices.

Sources: Pelley, Sue. "Trumbull Decorator Wins Three Top International Design Awards." INTERIORS by Decorating Den™, (1 June 2007).

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