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HUNTER DOUGLAS LAUNCHES EXCITING NEW SPRING INTRODUCTIONS
~ Introductions Targeted to Increase Sales and Dealer Profit Potential ~

UPPER SADDLE RIVER, N.J., March 26, 2009 – Hunter Douglas, North America’s leading manufacturer and marketer of custom window fashions, is introducing additions and enhancements to its product offering that are designed to meet and exceed customer expectations and build sales and profitability for Hunter Douglas dealers.

Available to consumers May 5, 2009, the latest additions include:

- The 2009 Duette® Honeycomb Shades Collection with two new Duette® Architella® fabrics, a new natural street-side color option, a quieter, more powerful UltraGlide® system, the EasyRise™ continuous cord lifting system with the Top-Down/Bottom-Up design option and more.
- The 2009 Vignette® Modern Roman Shades Collection featuring the most dramatic enhancements in the history of the product line, including three new fabrics, a Tiered™ stackable design option and the LiteRise® lifting system, to name a few.
- Template-free specialty shapes for Silhouette® window shadings and Silhouette® Quartette® Two-on-One-Headrail with the UltraGlide® lifting system.
- The 2009 Cadence® Soft Vertical Blinds Collection with two choices: Cadence Motif™ in five styles of fabric louvers and Cadence Impressions™ with six styles of richly textured printed vinyl.
- New Platinum™ Technology wireless wall switch.
- Simple, stylish Nantucket™ window shadings with PowerRise® Platinum™ Technology.
- An opaque fabric option for relaxed, casual Applause® honeycomb shades in the Sunterra™ fabric.

“These new introductions illustrate the core Hunter Douglas Advantage – even in these challenging times, we continue to invest heavily in new product development and line extensions and are committed to the highest standards in custom manufacturing as well as to providing dealers with incomparable service every day,” said Jim Mathews, Hunter Douglas Vice President of Corporate

Marketing. “We also offer unparalleled marketing and sales support to drive customers to Hunter Douglas dealers and grow their bottom lines.”

2009 Duette® Honeycomb Shade Collection with Expanded Duette® Architella® SKUs

Duette® honeycomb shades boast the most extensive selection of innovative lifting systems and the widest array of fabrics, opacities, pleat sizes, colors and textures in the industry. The new 2009 Duette® honeycomb shades offering includes two new Architella® fabrics – woven Meritage™ and Classic, the durable, non-woven fabric Duette was originally launched in and that remains popular. With these additions, there are now 156 Architella SKUs, meaning that 40 percent of the Duette product line is composed of this exclusive fabric with its patented honeycomb-within-a-honeycomb construction for maximum control of energy flow through windows.

Also new, a natural street-side color option for six of the 12 Architella Classic colors. While the white street-side color reflects sunlight and increases summer-time energy efficiency, the new natural color option blends with the home’s exterior and meets the requirements of some homeowners associations.

Of the 442 fabric SKUs in the collection, 30 percent are new colors, based on the latest trends.

Lifting systems have also been enhanced. The UltraGlide® retractable cord lifting system features quieter, more powerful operation and shades can be ordered 50 percent larger than before. There is also a sleek new designer tassel. The EasyRise™ continuous cord lifting system is available with the Top-Down/Bottom-Up design option. What’s more, the popular UltraGlide®, LiteRise® and EasyRise lifting systems now share a common headrail and the consistent look of a fabric-covered valance for a uniform appearance when more than one system appears in a room. This also provides superior color coordination and a soft look at the top of the shade.

New Duette® Sample Book Kit: Streamlined to Improve Selling

Featuring a high-end exterior with a silk-like weave and embroidery, the new sample book has a streamlined size and shape that is easier to handle and the horizontal orientation beautifully showcases the room photography. The number of gatefolds has also been minimized to ensure ease of use. A FOCUS theme has been developed to address the five areas consumers need to consider:

- Fabric – a fabric index helps identify preference before reviewing the fabric’s range of colors.
- Opacity – an opacity fan demonstrates the four opacities offered, the most options of any honeycomb shade.
- Construction – the four distinctive honeycomb cell constructions are showcased, with Duette Architella shades offering the highest energy savings and sound absorption.

- Unique Size – a pleat size fan makes it easy to choose one of three sizes.
- Systems – a systems page outlines the wide range of operating systems available.

In addition, the inside cover of the book has a concise benefits guide. The fabric decks also now show the pleat sizes that are available and the systems each fabric comes with on the back. To reduce the weight where possible, sampling is in the ¾-inch pleat size, additional pleat sizes and construction and opacity options are noted on the swatches.

The kit also includes a hand sample, a mini fan shade showing the colors of the Architella Elan fabric, Architella consumer brochures and R-value cards and a custom display shade offer.

2009 Vignette® Modern Roman Shades Collection features Dramatic Enhancements

Vignette® Modern Roman Shades offer a beautiful, clean, uncluttered look from both inside and outside the home, no matter which lifting system or design option is chosen. The new 2009 collection showcases 12 woven fabrics and 94 fabric/color combinations in three fold sizes and three opacity options as well as the most dramatic enhancements in the history of the product – 10 introductions in total.

There are three new fabrics – Grasslands with the look and feel of natural woven fibers with no need for edge binding, borders or trim; Shantung with the appearance and texture of fine Chinese silk and India Silk with the natural look and feel of raw silk. The collection also includes 34 new trend-forward colors.

Other important additions:

- A Tiered™ design option that stacks at the new opening price point for Vignette shades.
- The LiteRise® system that enhances child and pet safety by eliminating potentially dangerous operating cords and raises and lowers the window fashions with a gentle touch on the bottom rail is now available for the first time on Vignette® shades. It is offered on the Vignette Tiered™ stackable design option, making it especially affordable for young families. This design also provides a low-profile headrail for reduced mounting depth, ideal for shallow windows and French doors. What's more, the narrow edge gaps on inside-mounted shades provide the highest energy efficiency of any Vignette lifting system or design option.
- The retractable cord UltraGlide® Top-Down/Bottom-Up lifting system is also now offered, providing greater flexibility with light control and added privacy. The fabric-covered headrail conceals the fabric folds when the shade is fully raised. Fabric folds stack neatly at bottom of window when the shade is lowered from the top down.
- Allowing dealers to cover almost any window with Vignette shades, specialty shapes are now available in arches and angles, the two most popular shapes. They come with a new template-free ordering option, which dramatically simplifies the ordering process. Vignette specialty shapes are available for perfect, imperfect and extended arch and angle shapes.

- Expanded Vignette Tailored™ choices – the 6-inch flat fold is now available in all Vignette fabrics and colors.
- Wider widths – with some fabrics in single widths up to 96 inches.

Vignette® 2009 Sample Book Master Kit

The new Vignette Modern Roman Shades sample book has been completely redesigned inside and is easy to use in both in-store and in-home selling situations. It features a striking cover design, with a sophisticated color palette and contemporary “V” pattern. Extraordinary product photography is sure to capture customer’s imagination. Fabric decks with striking photography snap in and out for easy and convenient sales presentations.

The Alliances Master Kits include a specially-sized Tiered™ EasyRise™ hand sample in the Shantung Ginger Jar fabric and color and their comprehensive product sell sheets.

Enhancements to Soft, Sheer Silhouette® window shadings

Offering the largest selection in the window shading category, Silhouette® window shadings specialty shapes will now be available without a template, dramatically simplifying the ordering process. If no template is required, the dealer can simply provide outlined dimensions on a simple order form, reducing any hassle for their consumer. Most specialty shapes are included, making the ordering process much more efficient for dealers and more convenient for homeowners.

Also new, Silhouette® Quartette® Two-On-One Headrail shadings with the UltraGlide® lifting system. These shadings can span widths up to 144-inches wide and provide added convenience with two independently functioning window shadings sharing a single headrail. Two-On-One Headrail shadings in the larger Quartette four-inch vane size allow customers to enjoy more view-through coupled with safety-enhancing UltraGlide® single cord operation.

Nantucket™ PowerRise with Platinum™ Technology for State-of-the-art Convenience

Simple, stylish Nantucket™ window shadings are now available with the innovative, state-of-the-art PowerRise® with Platinum™ Technology system. Platinum Technology combines the best features of infrared (IR) and radio frequency (RF) communication to control motorized window fashions. This proprietary system uses an ergonomic remote that allows users to control single or multiple window fashions simultaneously with a touch of a button. Individual window coverings can be operated by point and press operation in the infrared mode. By adding radio frequency, the remote no longer needs to be pointed directly at a receiver eye for operation and users can control window coverings farther away or even in an adjacent room. The system is quick and easy to install and operate. It is also available with an easy-to-install wireless wall switch for added convenience.

Customers can still use the Platinum remote, but for operating window fashions from the same place every time they can install this switch in the room.

Silhouette® and Nantucket™ Spring Update Kit

The theme of the Silhouette® and Nantucket™ Spring Update Kit is “Connections.” The kit provides everything dealers need to discover ideas and strategies to help connect with customers, as well as Silhouette and Nantucket window shadings in 2009. The kit includes an assortment of marketing tools to bring success in closing the sale.

- The cornerstone of the kit is the Silhouette point-of-purchase display. It can be utilized in three ways depending on dealers’ needs: countertop display, shelf display or as a brochure for shop-at-home presentations.
- Clever print and Web advertising takes abstract concepts and ties them to the four key selling features of Silhouette window shadings: UV-Protection, Transformation, Light Control and Selection.
- A special custom display offer for 80 percent off Nantucket PowerRise with Platinum Technology promotes this exciting new product introduction.
- A comprehensive booklet outlining the importance of closing each sale from the start is also included. Dealers can discover ways to better advertise, prospect, present Silhouette shadings and close the sale simply by connecting better with their client base.

The kit also demonstrates environmental awareness by using partially recycled materials, providing a versatile and unique P-O-P, re-usable folders and shipping along with the new Vignette Modern Roman Shades sampling.

2009 Cadence® Soft Vertical Blind Collection: The Shape of Softness

Cadence® Soft Vertical Blinds offer a patented, unique curved louver profile for a draped fabric appearance that defines softness and adds style, sophistication and dimension to a single window or an entire home. The new 2009 collection features two choices: Cadence Motif™ with five styles of fabric louvers with 39 color choices and Cadence Impressions™ with six styles of richly textured printed vinyl that evoke the look and feel of textured fabric in 42 color options. Over 60 percent of the colors are new.

The collection also offers Fabric by the Yard cut yardage and SoftChoice® Top Treatments in three timeless styles: Swag & Cascades, Mock Roman and Upholstered Cornice. The Crestover™ Wood Valance in genuine basswood is now available in 10 finishes. All blinds come with a DualFold™ double-tiered valance.

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The patented, award-winning Paramount® Contoured Headrail system now offers three control options: PermaTilt® Wand Control (standard), PermAssure® Safety Wand and Chain and Cord. Specialty systems are also now offered in custom shapes and motorization.

2009 Cadence® Soft Vertical Blinds Sample Book

The new sampling features deck pages with an all-new, functional look, displaying all 81 SKUs available and allowing viewing of the louvers from the front and back for a more accurate impression of the actual blind. Decks are removable as well. On the inside cover a Motif hand sample illustrates louver orientation. Beautiful new captioned room photography is shown throughout.

The new Cadence® Design Guide included in the sampling is a valuable tool that helps the dealer and his/her customer determine which Cadence Fabric by the Yard color best coordinates or contrasts with their Motif or Impressions selection. It also assists with fabric and louver coordination and is visually impacting and educational. The SoftChoice top treatment styles are showcased as well.

Collateral includes:

- Cadence and SoftChoice sell sheets.
- Color Wheel that makes the fabric and louver selection even easier and contains all of the information in the sample book. Housed in each sample book, the wheel can also be hung from the Cadence in-store display.
- Cadence consumer brochure.
- Softness Takes Shape consumer brochure, providing a snapshot of the Cadence, SoftChoice® and Fabric by the Yard programs, and including space for consumers to make note of their favorite style and color. The brochure also references the Hunter Douglas iImagine™ Design Center.
- Pre-launch display promotion details.

Hunter Douglas Platinum™ Technology Wireless Wall Switch

Combining the best features of infrared (IR) and radio frequency (RF) communication to control motorized window fashions, the proprietary Hunter Douglas Platinum™ Technology system will now be available with an easy-to-install wireless wall switch for a new level of convenience when operating Hunter Douglas motorized window fashions. Customers can still use a Platinum remote, but for operating window fashions from the same place every time they can install this switch in the room. With a slim profile that blends almost anywhere, the wireless wall switch can be secured to any interior wall. The stylish Decora design also allows for installation in any standard electrical junction box. The switch is battery-powered for ultimate flexibility and operates on PowerRise®, PowerTilt™ and PowerGlide™ 2.0 systems with built-in Platinum Technology.

Sunterra™ Fabric Enhancements for Applause® honeycomb shades

Offered at a new lower opening price point, the Sunterra™ fabric for relaxed, casual Applause® honeycomb shades creates a contemporary look to suit any décor in the ¾-inch pleat size with TruePleat™ construction in 12 nature-inspired colors. It was introduced last fall in the semi-opaque fabric option and is now available in blackout fabric. With names like Cloud, Mushroom, Mist, Fossil, Canyon and Desert, the Sunterra fabric hues range from warm whites and inviting beiges to rich, organic hues. Like the Casuelle® and Legends™ fabric lines in the Applause offering, Sunterra has the same great cleanability.

“However you look at it” concluded Jim Mathews, “it’s clear that Hunter Douglas alone is continuously redefining fashion and function at the window with new designs and innovations that create exciting new sales opportunities.”

Hunter Douglas Inc. is a national sponsor of Habitat for Humanity, covering windows in every Habitat home built in the U.S. and Canada. Headquartered in Upper Saddle River N.J., the company is the leading manufacturer of custom window fashions in North America.

For more information, contact your full-line Hunter Douglas fabricator or visit:
www.dealers.hunterdouglas.com.

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