

HunterDouglas

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HUNTER DOUGLAS LAUNCHES
2009 SUMMER WINDOW FASHIONS SALE
~ Consumer Promotion Includes “Double Savings” with Mail-in Rebates,
Matching Instant Savings and No Unit Maximums ~

UPPER SADDLE RIVER, N.J., March 27, 2009 – Starting May 5, 2009, leading custom window fashions manufacturer Hunter Douglas will provide aligned dealers with another important opportunity to increase store traffic and close larger and more profitable sales with the *2009 Summer Window Fashions Sale* promotion, which includes “double savings.” Designed to heat up summer sales and motivate consumers to take advantage of big summer savings on some of the most sought after Hunter Douglas window fashions, the program features mail-in consumer rebates and matching instant savings on select styles and no minimum or maximum purchase requirements.

“We are confident that this easy-to-execute promotion will drive sales and in-store traffic to participating dealers,” said Norm Malone, Vice President of Marketing Programs for Hunter Douglas. “Our latest research shows that our promotional programs were cited by consumers as the reason they purchased Hunter Douglas products up to 33 percent of the time. Furthermore, consumers reported having purchased greater quantities of product than originally planned up to 30 percent of the time because of the promotions. There has never been a better time to take part and be aligned with the Hunter Douglas brand.”

From May 5, 2009 to August 31, 2009, manufacturer’s mail-in rebates are offered from \$20 to \$100 per product per window on Silhouette® and Pirouette® window shadings, Luminette® Privacy Sheers, Skyline™ Gliding Window Panels, Vignette® Modern Roman Shades and Duette® Architella® honeycomb shades. In addition, there are matching instant savings on select styles dealers can offer consumers at the time of purchase, which varies by state. Having no unit maximums increases the possibility of multiple purchases.

To make the *Summer Window Fashions Sale* even more enticing, Hunter Douglas Gallery® Dealers and Showcase Priority Dealers® can offer select free lifting system upgrades to consumers who purchase Duette® honeycomb shades.

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HUNTER DOUGLAS LAUNCHES 2009 WINDOW FASHIONS SALE/2

2009 Summer Window Fashions Sale Promotional Kit

With hip imagery, trendy colors and an unbeatable tagline, “Savings are ***In***, the Summer Window Fashions Sale is ***On***,” the comprehensive promotional kit and its contents are sure to entice consumers. Centerpiece of the kit is a program booklet with a CD containing digital artwork for magazine ads, newspaper ads, postcards, Valpak ads, radio spots and recorded telephone “on-hold” message. Also included:

- offer summary sheet
- store/van window decal
- counter card
- posters (3)
- hang tags (6)
- stickers – (8)
- wearable buttons (3)
- event ideas booklet
- *Designing Windows: The Concise Guide (25)*

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

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 coverings in North America.

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