



Design A Cushion Increases Fabric Choices with Robert Allen @Home Collection, Outdura

*Exclusive Website for Specialty Retailers, Professional Designers and Contract Buyers
Now Offers More Than 2,000 Fabric Choices*

MONTGOMERY, Ala., Sept. 30, 2010 – Created exclusively for professional designers, commercial buyers and specialty retailers, Design A Cushion (www.DesignACushion.com) is pleased to announce that it has partnered with fabric manufacturers The Robert Allen Group and Shuford Mills, LLC, to offer their fabrics, @Home Collection and Outdura. These fabrics are now available on the Design A Cushion website.

DesignACushion.com was developed as the first-of-its-kind interactive web-based system for the home décor industry to quickly and easily order a wide variety of custom-made chair cushions, outdoor furniture cushions, drapes, throw pillows and more. This wholesale-only system features more than 2,000 fabrics.

"Adding Robert Allen and Outdura fabrics to our offerings will clearly benefit our clients," said Scott McGlon, Design A Cushion president and CEO. "Both companies are recognized as industry leaders in the fabric industry. Expanding our fabric choices has clearly positioned Design A Cushion to be the ultimate one-stop-shop for professional designers, commercial buyers and specialty retailers."

Design A Cushion has completed the first phase of adding 1,000 new fabrics during 2010 with the addition of these two fabric lines.

"Increasing our fabric offerings is an important growth opportunity for us," stated Katherine Ward, Design A Cushion's fabric specialist. "We have responded to requests for more fabrics and this partnership will result in our clients to better express their personal design styles by giving them more options for coordinating their cushions, throw pillows and drapes."

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About Design A Cushion:

Founded in 2005, DesignACushion.com streamlines the ordering and fulfillment process by allowing professionals to login to the website and submit orders day or night. Users enter custom dimensions of cushions, pillows, bolsters and drapes. Once a fabric is selected, a variety

of styling choices are available including cushion thickness, cushion filling, cording, braiding and more.

The website has a mark-up feature that enables retail pricing to be visible during the ordering process so designers and retailers can work alongside their clients as they enter the project specifications. Law tags and all paperwork are branded with each company's logo.

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ROBERT ALLEN

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