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SILVERSTATE fabrics ANNOUNCES TRES JOE, by Joe Ruggiero

SALT LAKE CITY, UTAH (May 2007) — Silver State Inc. announces Tres Joe, the latest collection designed by Joe Ruggiero exclusively for SilverState fabrics, according to Manoli Sargetakis, a principal of Silver State Inc.

Inspired by five separate design trends stemming from New England traditional, 1930's Hollywood menswear, the English countryside, Asian, to whimsical cottage brights, this exclusive Sunbrella® collection has a trend for everyone.

"Once again, Joe Ruggiero has combined inspiration from around the world to create a cohesive collection that the United Nations would envy. It's amazing to me how these fabrics can use quiet subtlety and elegance to shout style," said Sargetakis.

Sunbrella fabrics have gained even more popularity for their versatility as designers are recognizing their superior performance for indoor as well as outdoor use. They remain strong and vibrant even with intense sunlight exposure and repeated cleaning -- even with bleach. And now, Sunbrella fabrics, such as Tres Joe, have such a sumptuous hand, that is as soft and inviting as it is durable, that it's become a favorite indoors and out, added Sargetakis.

The collection has an updated clean color palette in all the new groups. The brights especially have pure color saturation that is great for coordinating with previous Joe Ruggiero collections. Tres Joe follows Joe Ruggiero's successful Design Elements collection. There will be 23 new patterns and 75 sku's represented in the Tres Joe collection.

Tres Joe will be distributed by SilverState fabrics sales representatives and the 32 showrooms worldwide.

The SilverState fabrics line offers a stunning, yet practical selection of fabric and vinyl that can be used in multiple applications ranging from hospitality to residential. A leader in providing decorative fabric options with performance standards, this line includes extensive selections of Sunbrella®, Crypton® and the environmentally intelligent collection of Smart Life, by Terratex®.

Silver State Inc. offers a diversified and innovative selection of designer fabrics for upholstery and window covering and other decorative fabric needs.

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