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**For more information contact Phoebe Stein
at 773-281-5767 or phoebe@phoebestein.com**

**SILVER STATE INC. ANNOUNCES
GYTONIA, the ALÁXI SPRING COLLECTION**
It's time to get back to the neighborhoods

SALT LAKE CITY, UTAH (March 2007) — Silver State Inc. announces **Gytonia**, their newest **Aláxi** collection. Gytonia, ($\gamma\tau\omicron\nu\alpha$ $t\eta$ $\cdot ya$), which is the Greek word for “neighborhood” was inspired by the warm, gracious ambience of southern interior environments, according to Manoli Sargetakis, a principal of Silver State Inc.

Gytonia has a casual elegance and is a stylized, rather than literal, interpretation of the arts-and-crafts period. The color palette of the Gytonia collection continues to build on the established Aláxi palette and pushes forward into soft, warm, earth-toned colors that emphasize richness of texture with bright accents interjected throughout the Sunbrella offerings.

“We are expanding our parameters of design with this seasons’ Gytonia Collection. The coloring and architectural elements have strong influences in the Arts and Crafts period of American style,” said Sargetakis.

Previous Aláxi collections have echoed the *formal* aspects of Greek Revival architecture with classic elements showcased. With this collection the familial aspects of Greek heritage and personal hospitality are emphasized.

“Gytonia has a strong emotional and visual connection to the craftsmanship and style of modern Greece. From the classical look of the pattern Stencil, to the casual elegance of patterns Artisan, Strata, Craftsman and

-more-

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Mélange. These patterns bring an old world feeling to modern sensibilities. The linen velvet, of Gentry, has a texture and museum grade quality to it that instantly turns any furniture into an heirloom piece. The pattern Morris has a softer tone and texture that rounds out the collection," he added.

"This seasons' Aláxi Sunbrella offering brings to mind the white sun-kissed homes that line the dramatic ancient caldera of Santorini," says Sargetakis. Three patterns of the Gytonia collection, *Filigree*, *Seersucker Stripe* and *Terry Plush* are Sunbrella® fabrics and their colors and patterns complement the sunny side of life and are perfect for indoor space that receives a lot of sun. Made from Sunbrella® solution dyed acrylic, in this specific segment of the collection, the colors will retain their vibrancy and strength, even with the intense sun and elements challenging them.

There will be a total of 10 new patterns and 74 sku's in this collection.

As always, at Silver State Inc., patterns are offered in clear, rich color combinations that allow for easy coordination.

Silver State Inc. offers a diversified and innovative selection of designer fabrics.

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™.

The Aláxi indoor and outdoor lines are exclusive luxury collections of Silver State Inc. and provide both residential and contract designers with elegant fabric and design solutions.

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