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HYDE ME Debuts at SILVER STATE *fabrics*[™]
New collection offers exciting new options in vinyl

SALT LAKE CITY, UTAH (FEBRUARY 2007) — You can run, but you won't want to "hyde" from Silver State *fabrics*[™] exciting new vinyl collection. The newest offering presented by Silver State Inc. has a "real leather" hand and appearance that features fashion forward colors and high performance standards.

"This is one of the most exciting vinyl collections we have seen in a long time. Hyde Me stretches the boundaries of style through unique textures and great colors beyond the classic faux hides," said Manoli Sargetakis, a principal of Silver State Inc. An added performance element of **Hyde Me** is the finish, Resilience, which provides an additional layer of stain protection as well as anti-bacterial and anti-microbial resistance to three of the new patterns within the collection, according to Sargetakis.

The **Hyde Me** design team focused on reproducing leather hides inspired by exotic animals such as crocodiles, ostrich, lizards and rhinos. The designs were further influenced by natural woven textures, such as basket weaves and woven braids. "When you combine an unbelievable hand with terrific performance, you have a combination that will have people talking about vinyl in unlimited applications," said Sargetakis.

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Hyde Me combines the leather aesthetics people are most interested in, smooth leather grain, or if they are seeking a vintage look, a distressed leather grain. This performance collection boasts 177 new, easily cleanable and exceedingly durable sku's. The Hyde Me collection has been competitively priced with traditional vinyl collections. "Even on preview, when people see this book they are captivated by the new product," said Sargetakis.

Silver State *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 terratexTM. Sunbrella is a registered trademark of Glen Raven, Inc.

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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