



FOR IMMEDIATE RELEASE:

Rowley Company Wins Best Advertising Campaign Award

Gastonia, NC – June 1, 2009 – Rowley Company today announced that they were chosen for the Best Advertising Campaign award at IWCE Vision 09, for presenting their products in the most creative and compelling way in 2008 and 2009.

“In recent years”, according to award presenter, Grace McNamara, President and CEO of Grace McNamara, Inc, “Rowley Company has taken great strides to produce marketing and advertising campaigns that are truly original and inspirational.”

As one customer commented, Rowley “made such a significant change in advertising from 2007 to 2008 that it doesn’t even look like the same company! The rebranding efforts covered everything they did— from the WF-Vision ads, to their online banners and their website. It has made them look like a leader in our industry! I would have to say the magazine advertisements are the best. They are bright and eye-catching, showcase beautiful pictures and tell you about new products.”

"We are so honored to win the award for Best Advertising Campaign" said Stacey Just, Vice President of Marketing for Rowley. "Rowley Company has a reputation for outstanding customer service, and we wanted to preserve that, but also communicate many of the other strengths Rowley offers our customers. Our new ad campaign allowed us to focus on the breadth of products, innovations and technical service we provide, while spotlighting the beautiful fashions our customers make. It feels incredible to be recognized for that effort!"

Serving the industry since 1962 and known for excellent customer service, Rowley Company is a manufacturer and distributor of Decorating Supplies and More. Rowley Company supplies bendable

fiber board, T-handles, buckram, angle iron, grommets, bedding and more for use in Workroom, Installation, Design, Quilting, Upholstery and Marine applications worldwide. Rowley recently launched Finestra™ Decorative Hardware, a line of over 100 custom finials, accessories and drapery poles in 36 hand-rubbed finishes. To learn more, visit www.RowleyCompany.com.