



HELLENIC RUG IMPORTS

March 13, 2007

Press Release:

High Point International Furniture Mart, March 26 to April 2nd

Hellenic is preparing for the highest attended Spring High Point Market ever. “All signs show a large turnout at High Point this March, says Steve Mazarakis CEO Hellenic Rug Imports, This is the largest amount of confirmed appointments we have ever had. “

Market Theme:

This Market marks the first Anniversary of the Candice Olson Rug Line, Hellenic will be celebrating this anniversary with a party for Candice, a one on one for customers with Candice and the formal introduction of her 14 new designs.

Candice Olson Party:

March 26th 5pm, Candice will be formally unveiling her 14 new designs and greeting customers and her fans, Cocktails, appetizers, will be served

March 28th 12pm -2pm Candice will be meeting customers one on one.

Due to the limited time, customers wanting the one on one with Candice should Call for appointment in advance, please call Amanda Andrews 404-521-0071

Candice’s appearances and the Party will be held at Hellenic Showroom at:

Suites at Market Square

Mezzanine Level

Suite M57

Candice Olson New Designs:

Candice’s first rugs were introduced in April 2006 at the High Point Market with remarkable success, Candice Olson well known host of “Devine Design” on HGTV has created new designs with looks, style and colors to add to Hellenics fine assortment.

Candice Olson is one of North America’s leading professional Interior Designers. Her signature style incorporates creativity, practicality and timelessness to create sophisticated yet accessible designs. Her work reflects her personality – intelligent, warm and inviting with a touch of irreverence. The Candice Olson design philosophy begins with the understanding of people’s personalities. To create a livable



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expression of one's personality in today's modern world requires the skill to balance contrasts and bridge a visual connection between interior design.

Unique Soft Paisley's, fine Damasks of silk and wool, Circles, and Waves are the motifs using the color pallets that reflects her concept and work.

"The designs are all about my eclectic sensibility," Olson says. "I don't like pieces that match. I like a room that has evolved over years as if a designer hasn't been there... as though I haven't made the selection." "My collections invite customers – or rather Olson's already established following to express their personalities without the décor looking purposeful. For that reason, collections do not include many companion pieces – lending to Olson's mix-and-match philosophy for a dynamic interior

"My shapes are contemporary and clean-lined and often stylized with little dressmaker details that speak to the past." And, that is the twist...old Hollywood glamour reinterpreted Olson-style to reflect today's styles, trends and modern demands. Drawing inspiration from the modernist movement, Olson's philosophy also draws from the latest trends on the fashion runways.

Other Market News:

Hellenic will be offering a number of Market Specials.

Specials will include collections such as,

Persian Dreams: Traditional Persian designs of the finest wool and natural silk in a 160 line hand-tufted construction

Torino Collection: Beautiful Contemporary designs in a hand carved 80 line hand tufted construction in the finest new wool.

Dan Westervelt Collection: Fine transitional design Rugs of a million point machine made construction of heat-set polypropylene. The designs were all created by the famous designer/salesman Dan Westervelt who will be at Hellenics showroom having one on one meeting with customers talking about his recent book of the "40 best kept secrets of color selling"

Hellenic will be offering additional specials and introducing many new programs during this Spring High Point Market.

For a preview, please visit Hellenics Website at www.flokati.com

For appointments please call Amanda Andrews at 404-521-0071 or email aadrews@flokati.com