

## **MARGE CARSON'S INNOVATIVE UPHOLSTERY GIVES UNPRECEDENTED FLEXIBILITY**

**HIGH POINT, N.C. (October 12, 2009)** – A consistent leader in high end, fashion forward home furnishings, Marge Carson strengthens its uniquely individualized upholstery program with Santa Barbara, an innovative by-the-inch customization program.

Santa Barbara allows customers to design and dress Marge Carson's pioneering upholstery to precisely fit their spaces and styles using by-the-inch construction coupled with five arm style selections, back cushion options, several skirt and leg treatments and engaging a wealth of defined fabric and trim options.

Sofas can be ordered in 38-inch, 40-inch and 42-inch depths and can be created in personalized lengths from 68 inches to 108 inches, all in one-inch increments. Santa Barbara is rounded out with matching chairs and custom sectional pieces.

"Santa Barbara gives the designer unprecedented flexibility with our upholstery," said company President Will Sharp. "The by-the-inch feature is simple, presents extensive personalization and customization choices, and reaches across our exceptional library of fabrics, trims, finishes and seating options."

"We are living in a world where we demand an environment that precisely meets our individual lifestyles," said Christine Rendino, Director of Fashion and Merchandising. "Santa Barbara enables our customers to easily create the seating environment of their dreams."

"Like our new program, Design Folio, Santa Barbara takes Marge Carson, already known as a custom-driven company, to the next level," said Sharp.

Founded in 1947, Marge Carson, Inc. manufactures and markets high-end residential furniture, including upholstery, bedrooms, dining rooms, occasional pieces, mirrors and decorative accessories. Today one of the world's leading privately-held upper-end wood and upholstery manufacturers, Marge Carson's furniture can be enhanced with application of over 55 finishes and more than 600 plush fabrics, trims and leathers.

Marge Carson's 31,000 square-foot showroom is located at 121 N. Hamilton St., High Point, NC.