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**BELLINI MODERN LIVING EXTENDS UPHOLSTERED SEATING LINE**

**WILL ADD 10 ITEMS TO QUICK-SHIP PROGRAM AT OCTOBER HIGH POINT MARKET**

**RICHMOND HILL, Ontario** – Bellini Modern Living, a leading distributor of modern Italian furniture, will introduce 10 additions to its upholstery collection at the upcoming High Point Fall Market. The new products will be part of the company’s quick-ship program, which guarantees delivery of virtually all orders within one week. All the new pieces will be available in premium, full-grain Italian leather, and will be styled according to Bellini’s focus on providing affordably priced high-quality furniture.

“With our new products, we have reinforced our position as a supplier of furniture that enables consumers to fully express their personal design preferences in their homes,” said Frederik Winther, vice president of sales and marketing for Bellini Modern Living. “Combined with our industry-leading quick-ship program, these new products prove once again that we are now one of the industry’s most valuable and reliable resources for retailers looking to offer fashion-forward home furnishings.”

In the motion upholstery category, Bellini will introduce Escape and Oxford–both offered as five-piece power sectionals, sofas and loveseats; Nicole, a five-piece power sectional and Rimini, which includes a sofa, loveseat and two-piece power sectional available in light gray, dark ebony and medium brown. Several of these models will be available in Maya, a new high-quality Italian leather offered in medium brown, light blue and dark blue.

New to the stationary upholstery category are Casino, Jacklyn, Amanda, Edwin and Swing –featuring adjustable headrests. Victoria, another new stationary piece will be offered as a classic stationary sofa and loveseat grouping. All the new stationary items will be available in the Maya leather as well.

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BELLINI LEATHER UPHOLSTERY

TAKE 2-2-2-2-2

Bellini has one of the largest quick-ship programs and lowest freight rates in the industry, resulting in deliveries within one week at consistently affordable prices. The company maintains in-stock positions of all its products, numbering more than 900 SKUs, from its state-of-the-art, 65,000-square-foot warehouse here.

The new products will be on display at the company’s newly expanded showroom, which has doubled in size to 12,000 square feet to provide more display area to showcase its newest leather upholstery and case goods, as well as a new outdoor furniture line – a new category for the company. Located at IHFC-H520, Hamilton, fifth floor, the company will celebrate the expansion of the showroom with a ribbon cutting ceremony on October 16th at 5:30 p.m., with cocktails and hors d’oeuvres immediately following. The Market is scheduled for Oct. 16-20.

Founded in 2002 in Toronto by Hossein Azimi, Bellini Modern Living is a leader in the home furnishings category, offering an extensive collection of high-quality yet affordable products. Known for its premium upholstered leather offerings, the company also has a strong presence in case goods, including dining-room furniture, accent pieces, home office products and more. The company entered the U.S. market in 2007 and has been continuously expanding its industry presence. For more information, visit [www.bellinimodernliving.com](file:///C:\Users\Kristin%20Hawkins\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\BI7RR04K\www.bellinimodernliving.com).

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