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**Twin-Star International Purchases Bell’O® International Corporation**

*New products to be showcased at High Point Market*

**Delray Beach, Florida,** **October 13, 2014 –** [Twin-Star International](http://www.twinstarhome.com), manufacturer of a wide range of award-winning home products and furnishings, has completed the purchase of [Bell’O International Corporation](http://www.bello.com), including the company’s Bell’O Digital brand. Twin-Star will exhibit Bell’O products in the Twin-Star showroom, located at Market on Green space #304, at the High Point Market later this month. It will be the first time Bell’O products have been shown at the High Point Market.

Bell’O, founded in 1988 and headquartered in Morganville, NJ, manufactures and markets audio/visual furniture, accessories, home theater seating, metal decorative beds, upholstered headboards and desks. The [Bell’O Digital](http://www.bello-digital.com) brand produces consumer electronic accessories such as digital headphones, AV cables, TV mounting brackets, and power surge protection devices. Under a licensed agreement with mattress powerhouse, Serta®, Bell’O also markets a collection of metal beds and frames.

Existing and new retailers for both companies will have the ability to purchase from Twin-Star’s lineup of ClassicFlame®, Duraflame®, Chimney-free® and Pro electric fireplaces, Tresanti® media consoles, refrigerated wine cabinets, kitchen islands and beverage curios, and Luxe ™ bathroom furniture as well as the full complement of Bell’O products.

“Bell’O has a long standing reputation for superior design and quality products, making for an excellent fit with Twin-Star’s strategy and our existing product lines,” said Robert Cohen, Twin-Star’s CEO. “The synergistic strength established by blending our companies will provide our customers with a greater array of innovative, must-have products and improve the distribution capabilities of both companies.

“We began partnering with Twin-Star earlier this year to bring our customers the industry’s best electric fireplaces,” noted Bell’O CEO Marc Sculler, “That relationship proved to be so successful that we immediately saw additional opportunities to leverage our combined strengths and work together for the benefit of our customers. In particular both organizations have a strong focus on new product development and bringing innovative products to our customers, which is core to our success. Our management team is extremely excited about the opportunity for the growth of our collective brands. This acquisition will result in significant growth and opportunity for the companies and our retail partners.”

Terms of the sale were not disclosed.

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**About Twin-Star**

Founded in 1996, Twin-Star International, Inc. of Delray Beach, Fl., is changing the way people entertain. Twin-Star, an award-winning home furnishings manufacturer of quality furniture, combines the latest trends with function and style to create unique pieces that enhance the lives of their customers. They use the finest hardwoods, wood veneers and finishes available, chosen specifically to match the character and need of each individual piece. Known for their [ClassicFlame® Fireplaces](http://www.classicflame.com/), the finest furniture in the electric fireplace industry, their line-up also includes [Duraflame®](http://www.twinstarhome.com/duraflame/index.html), [Chimney-free®](http://www.chimneyfree.com/) and [Pro](http://proelectricfireplace.com/) Electric Fireplaces, [Tresanti®](http://www.tresantifurniture.com/index.html) Media Consoles; [Tresanti®](http://www.tresantifurniture.com/index.html) Refrigerated Wine Cabinets; [Tresanti®](http://www.tresantifurniture.com/index.html) Kitchen Islands and Beverage Curios; Black & Decker and [Luxe™](http://luxebathworks.com/) Bathroom furniture. Find out more at [www.twinstarhome.com](http://www.twinstarhome.com).

**About Bell’O International**

Bell’O International is a global designer and manufacturer of premium consumer electronics accessories, mounts and furniture. With its award-winning brands, Bell’O and Bell’O Digital, the company offers hundreds of highly regarded products including: Bell’O audio/video furniture, home theater seating, computer desks and beds, as well as Bell’O Digital consumer electronics accessories including: flat panel TV mounts, soundbar mounts, audio video cables, headphones, surge protectors, screen cleaner kits and cable management systems. Consumers have depended on Bell’O for its unparalleled attention to detail in aesthetics, technology and functionality since 1988. Headquartered in Morganville, New Jersey, Bell'O proudly designs its products in the USA. Find out more by visiting [www.bello.com](http://www.bello.com/) and [www.bello-digital.com](http://www.bello-digital.com).

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