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FOR IMMEDIATE RELEASE

Elite Modern Calls a White Out

Pearl white color added to Elite's metal options

(Santa Fe Springs, CA) – October 3, 2007 - Elite Modern is proud to announce a new metal color option, pearl white. Previously, Elite had 4 beautiful metal options including Onyx, Topaz, Sienna, and Mocha. Now with another color available, Elite is increasing the level of customization offered and is bringing a fresh, crisp look to the line. "We are happy to offer this new color, it is just one more way for us as a manufacturer to service the design needs and wants of our customers," says Elite's General Manager, Michael Luong. This new color choice will be ready and available to all products as of November 1, 2007.

By adding pearl white the mix of metal color choices, Elite is taking customization and made to order, contemporary furniture to the next level.

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About Elite: Elite Modern is a leading producer of contemporary furniture. Driven by a passion for original designs, Elite utilizes the talent of many leading American designers. The products are a crafted from a sophisticated mix of metal, wood and glass resulting in clean, refined and timeless looks that are uniquely distinctive. For more information visit our website at: www.elitemodern.com