

COLONIAL LLC PROMOTES JIM DUNLAP (JD) AND LARRY AUSLEY TO SVP ROLES

Changes Recognize Colonials Continued Growth in Operations and Service Across the US

HIGH POINT, N.C. – February 25th 2013. Colonial LLC, the leading display and branding specialist within the US mattress industry (www.colonialllc.com), has announced the promotions of Jim Dunlap and Larry Ausley to the newly created positions of Senior Vice President of Operations and Senior Vice President of Finance, respectively.

As SVP of Operations, Jim Dunlap will be responsible for Colonials expanded manufacturing services in the U.S. He will oversee each of the company's domestic operation facilities that provide finished product, component, sub assembly and logistical support to Colonial's growing customer base. Jim, a certified industrial engineer, former consultant and "Six Sigma Black Belt" has been with Colonial for 4 years and has served as the companies VP of Manufacturing and VP of Operations.

Larry Ausley has been with the company for over 5 years, most recently as Controller for the US facilities. He has over 30 years of experience in finance and accounting. As SVP of Finance, Larry Ausley will be responsible for overseeing all financial aspects of Colonials business, including the company's accounting, payroll, accounts payable, accounts receivable, insurance and banking relationships.

Jim Dunlap will report directly to Colonials COO, Jimmy Keever, while Larry Ausley will continue to report to the company's Chairman and CEO, Jim Keever Sr.

"The promotions of JD and Larry are another reflection of the strong growth that we have been experiencing here at Colonial and the added complexity of their positions as we expand our manufacturing facilities, finance department and our client service teams" said Jim Keever Sr. Added Jimmy Keever, "Both JD and Larry have contributed tremendously to Colonials' recent success and are passionate about the company and its mission. They are a great example of the commitment we have at Colonial to provide industry leading service that helps our clients sell more mattresses".

About Colonial LLC

Established in 1982 Colonial LLC is the leading provider and innovator for display and branding products within the mattress industry. Colonial produces a broad assortment of pillows, shams, foot protectors, headboards and other display materials, designed and customized to showcase mattress brands and products in retail showrooms. Through a proprietary, consultative approach, Colonial works closely with its clients to raise brand awareness, attract consumer interest and elevate perceived value, leading to increased mattress sales. More information about Colonial LLC is available at www.colonialllc.com.

Contact for more information: Mr. Mark J Hobson, President, Colonial LLC

336 862 7380 Office
336 471 1589 Cell
mhobson@colonialllc.com