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MOMENI BECOMES A WOOLS OF NEW ZEALAND PARTNER

ATLANTA, GA, April 12, 2005—Momeni of New York, NY has become a Brand Marketing Partner of Wools of New Zealand. With the addition of Momeni, Wools of New Zealand has 51 partners that supply Branded products to the North American market.

Momeni is a family-owned company with roots that date back to 1969. Over a period of 30 years, Momeni has grown to be a leading manufacturer and importer of rugs worldwide with more than 50 programmed lines in hand-tufted, knotted, hooked and power-loom qualities. They are an avid user of New Zealand wool and currently have four collections carrying the **Wools of New Zealand Brand**—*Elements*, *Sutton Place*, *Persian Heritage* and their latest introduction, *Odyssey*.

Odyssey is a new collection of bold contemporaries that share a powerful color palette. There are seven patterns in the line, each power-loomed of 100% New Zealand wool. Hand-carved features add incredible dimension and expression to these brilliant designs, with hand-serged edges providing the finishing touch. Momeni offers its *Odyssey* rugs in a wide range of sizes, including an 8' round and 2'6" x 8' runner. Suggested retail is \$399 for a 5' x 8'.

“Wools of New Zealand is an organization with which we are proud to be associated,” says Reza Momeni, president of Momeni. “We are long-time users of New Zealand wool and have always recognized it as a superior fiber. Partnering with Wools of New Zealand—a company that represents the standard of excellence in carpets and

rugs—signifies our commitment to providing our customers with the best in products and service.

Momeni has permanent showrooms at the Atlanta Merchandise Mart, 5-B-4, and at the IHFC building D-308 in High Point, NC. The company also shows at the New York Home Textiles Market and plans to exhibit at the Surfaces Trade Show in 2006.

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Photo Captions:

- 1) *OD-02 in black from Momeni's Odyssey Collection of Wools of New Zealand Brand rugs*
- 2) *OD-05 in ivory from Momeni's Odyssey Collection of Wools of New Zealand Brand rugs*

Momeni

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