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ROBERT ALLEN TO IMPLEMENT MINIMUM ADVERTISED PRICING POLICY

(July 2015—New York, NY)— Effective July 29, 2015, in its continued pursuit to put its client's interests first, The Robert Allen Group is implementing a minimum advertised pricing policy (**MAP Policy**) on all Robert Allen® and Beacon Hill® branded products with the exception of products identified as “discontinued” or “closeout” on www.robertalldesign.com or www.robertallenoutlet.com. In order to provide clients with ample time to adjust to educate themselves and to become compliant there will be a four-week grace period before enforcement commences on August 26, 2015.

The Robert Allen Group is instituting this policy in order to uphold the value of Robert Allen® and Beacon Hill® branded products that clients expect from our brands when they specify them and to ensure that all Robert Allen Group products are promoted and supported in the market place in a way that the company supports. Further, The Robert Allen Group believes the policy will maintain an environment in which our clients can compete based on their own value-added offerings including but not limited to merchandising, selection, and client service. According to The Robert Allen Group CEO, Phil Kowalczyk, “The Robert Allen Group is committed to all of its clients and recognizes that that commitment includes a responsibility to engage in healthy channel management practices. Whether that client is a large design firm, an independent designer, or a fabric retailer, we want to be a partner in growing their businesses along with our own.”

Further, in support of these changes, The Robert Allen Group has created a MAP Policy administration team who will handle questions and violation management. They can be reached at MAPP@robertalldesign.com or at 1-508-851-6600 x 6621 or you may contact our Customer Service team at 1-800-333-3777 who will connect you with the appropriate support team.

About The Robert Allen Group

For more than 75 years, Robert Allen has been serving the residential and hospitality design community by offering premium fabrics, luxurious furnishings and groundbreaking design services that are relevant and timeless. Based in the USA, the company sells its products under the Robert Allen®, Beacon Hill™, Robert Allen Contract®, and Robert Allen @ Home® brands. The Robert Allen Group has showroom locations throughout the United States, Canada, and the United Kingdom, and an extensive worldwide agent showroom network.