

September 18, 2009



## **Kenroy Home Acquires TruHomeUSA**

*TruHome's Bart Levine named Vice President for Specialty Retail*

Jacksonville, FL, September 18, 2009—Kenroy Home has announced the completion of its acquisition of TruHomeUSA, and the appointment of Bart J. Levine as Vice President, Specialty Retail, reporting to Kenroy Home President and CEO Bob Pape.

In his new role, Levine will become part of Kenroy's senior management team, and expand his focus on sales, marketing and product planning and direction for specialty retailers. Backed by Kenroy Home's experienced development and logistics teams in the U.S. and China, Levine will create exclusive private-label collections and direct import programs for major national retailers.

This acquisition and appointment support Kenroy Home's vision of accelerated growth across multiple sales channels. In addition to responsibility for specialty retail, Levine will work with Kenroy management to broaden the company's current lighting product line and add new product categories in decorative home furnishings.

"Kenroy Home continues to invest in, and diversify, our strategies for profitable growth. Bart's extensive experience in design, development and manufacturing will be synergistic in helping us and our retail partners to achieve our goals," said Bob Pape, President and CEO of Kenroy Home.



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Levine's career includes broad based experience in several high profile home décor companies including Chicago based Orbit Design, which he founded and led for 20+ years, and most recently with four-year-old TruHomeUSA, which its focus on specialty retailers.

More information on Kenroy Home, as well as a complete list of national, local, and online retailers that carry Kenroy products, can be found on the company's website, [www.kenroyhome.com](http://www.kenroyhome.com).

### **About Kenroy Home**

With over fifty years of experience in the lighting business, Kenroy Home entered a new stage of success when it became an independent, employee-owned company in March 2008. Based in Jacksonville, Florida, Kenroy Home offers a wide variety of lighting for residential and commercial use, as well as a line of fountains and other decorative items. The complete Kenroy Home line can be seen at our website, [www.kenroyhome.com](http://www.kenroyhome.com).

For more information on the company, or to carry the Kenroy line, contact Bob Pape, President and CEO, at [bpape@kenroyhome.com](mailto:bpape@kenroyhome.com) or (904) 642-4340, ext. 214.

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