

NEWS RELEASE

For Immediate Release

Contact: **Avi Roitman**
The Awning Factory
407-898-6001

The Awning Factory wins IFAI 2008 International Achievement Award

(Roseville, Minn. – Sept. 24, 2009) The Awning Factory in Orlando, FL was recognized with the 2009 International Achievement Award (IAA) presented by the Industrial Fabrics Association International (IFAI) for its exceptional specialty fabric project.

The Awning Factory received an Outstanding Achievement Award for its Mona Lisa project. The project was recognized in the competition's Awning, Commercial category.

Selected from 416 entries in 17 different countries, these winners represent many of today's top professionals in the specialty fabrics industry. Entries in 28 categories were judged by a diverse panel of industry experts, editors, architects, educators and design professionals selected for their knowledge of the particular category of competition. Judging was based on complexity, design, workmanship, uniqueness and function.

The award ceremony took place at IFAI Expo 2009 at the San Diego Convention Center, where the annual trade event will run from Sept. 23-25. IFAI Expo is the largest specialty fabrics trade show in the Americas.

For more information on the annual International Achievement Awards competition, contact Christine Malmgren, International Achievement Awards Manager, at 1801 County Road B W., Roseville MN, 55113-4061, phone: +1 651 225 6926 or 800 225 4324, fax: +1 651 631 9334, e-mail awards@ifai.com, or visit www.ifai.com.

-30-

High-resolution photos and detailed project descriptions of the award winners will be available to the press following IFAI Expo 2009 at <http://specialtyfabricsreview.com/projects/iaaawards>.

About IFAI—The Industrial Fabrics Association International (IFAI) is the only trade association in the world representing the entire technical textiles industry value chain. IFAI was founded in 1912 and is today comprised of 2,100 member companies in 58 countries. IFAI supports a global membership with world-class trade shows and conferences such as the annual IFAI Expo (2009 in San Diego), IFAI Expo Asia (2011 in Singapore), the Advanced Textiles Conference (2010 in Paris), the IFAI Canada Expo, IFAI Japan Showcase; and specialty conferences and workshops in Australia, China and Mexico.

In addition to three country sectors (Canada, Japan and New Zealand), IFAI is organized into 12 niche end-market divisions including automotive, geosynthetics, marine, awning, light-weight structures, safety, medical and protective products. Members' products span the entire spectrum of the specialty fabrics industry, from fiber and fabric suppliers to manufacturers of end products, equipment and hardware. IFAI also publishes seven award-winning industry magazines – in print and online at www.ifai.com.