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NEWS RELEASE :: 3 Day Blinds Corp.

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3 Day Blinds Taps Rich Makover to Lead U.S. Sales

Irvine, CA- 3 Day Blinds Corp., a leading national retailer and manufacturer of quality, custom made blinds, shades, and shutters, is pleased to announce the appointment of Rich Makover to the position of Senior Vice President of Sales, effective immediately. In his new role with the company, Makover will direct and manage a sales force that is poised for additional expansion and incremental U.S. market share.

According to 3 Day Blinds CEO Dave Hall, Makover will play a critical role in advancing the already impressive growth of the company. "We are thrilled to have Rich on our team. He brings not only deep experience in overall sales management, but vast knowledge and success in developing people. His track record of building effective and efficient sales teams will prove to be a key asset."

For Makover, joining the team at 3 Day Blinds started at the top. "I'm excited to be a part of the ongoing success of this company," says Makover, "I was immediately impressed with the executive leadership team and their overall in-home sales business model. Building a high quality sales team and achieving our geographical expansion strategy are just a couple of the goals now moving forward."

Prior to joining 3 Day Blinds, Makover was VP of Sales Development and Operations at Avon Products, where he successfully led sales and operations teams during a \$1.5 billion turn-around. In addition to Avon, his past positions include a VP of Sales post at powerhouse eyewear company Luxottica Group, the world's leading eyewear brand retailer.

About 3 Day Blinds

For over 30 years, 3 Day Blinds has been a leader in retailing and manufacturing high quality, custom made blinds, shades, and shutters. A recent product line expansion into curtains, draperies, and soft Roman shades further enhances the company's commitment to providing a complete selection of in-home sales and installation solutions for both the home and workplace. For more information, visit www.3DayBlinds.com .

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