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Elite Modern Introduces New Materials into the Mix

Stainless Steel and Leather Make Their Debut

(Santa Fe Springs, CA) – June 25, 2007 - Elite Modern takes quality to a new level with the introduction of sleek stainless steel and sexy Samba leather as the newest ingredients to some very hot products!

Stainless steel is an exotic metal with the agility to polish and create grain. Stainless steel is effortless to keep clean and looking like new; it has a deep, rich luster one that is found to be far superior to other metals. Elite Modern is increasing its choices of creativity by adding stainless steel to its line up of ingredients. "Stainless steel has been a great addition for us in terms of materials, it brings a sense sophistication and sex appeal that really compliments our products and draws the consumer closer to our product," say Elite's President Peter Luong. Elite Modern plans to continually evolve in creativity, that is what makes them unique.

In addition to stainless steel, Elite Modern has also added the use of Samba leather. Samba is a fashionable top-grain leather inspired by today's eclectic lifestyle. Samba means color Samba means choice! It provides long wear ability while it is refined enough for even the most sophisticated home. "Adding Samba leather to our collection brings a sense of simplicity. Its contemporary and casual design makes it an instant modern classic," say Michael Luong, Vice President of Elite.

By adding new materials to the mix of product choices, Elite is taking customization and made to order, contemporary furniture to the next level.

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About Elite: Elite Modern is a leading producer of contemporary furniture. Driven by a passion for original designs, Elite utilizes the talent of many leading American designers. The products are a crafted from a sophisticated mix of metal, wood and glass resulting in clean, refined and timeless looks that are uniquely distinctive. For more information visit our website at: www.elitemodern.com