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Press Contact: Suzanne Pruitt
p: 678.285.0307 | e:suzanne@marshmeadowsmarketing.com

ROSSI NAMED VICE PRESIDENT OF SALES FOR HABERSHAM

TOCCOA, GA (February 9, 2011) – Mark Rossi has been named Vice President of Sales for Toccoa, Georgia-based fine furniture and custom cabinetry manufacturer Habersham. In his new role, Rossi, who has been with Habersham as an independent sales representative since 1985, will oversee the company’s sales force and direct all national and international sales efforts.

“Our company has experienced significant growth, faced industry challenges and tapped into many new business opportunities over the past 25-plus years and Mark Rossi has been with us every step of the way,” said Matt Eddy, president, Habersham. “His keen understanding of our line, our sales force, our clients and company mission make him the best possible candidate for this key position. Mark’s long history and first-hand experience with virtually every aspect of our business, together with his proven leadership skills and industry insight, promise to have a strong impact on Habersham’s future growth and development.”

As CEO and founder of the Carolina Sales Group, an independent sales agency representing distinctive high-end furniture manufacturers, Mark took on the Habersham line for the Carolinas in 1985. Over the years, his territory, as well as his advisory role with the company would grow. When Habersham entered the kitchen and bath cabinetry arena in 2003 and continued to expand its custom capabilities, Rossi’s role evolved alongside the company as he worked to grow his customer base and solid business relationships beyond furniture dealers and interior designers to include kitchen dealers and designers, architects, builders and homeowners too. Prior to starting his own agency, Rossi was the National Account Manager for New York-based Greeff Fabrics, a division of Gulf & Western Corporation.

ABOUT HABERSHAM

Celebrating more than 38 years in business, Toccoa, Georgia-based Habersham is a leading manufacturer of custom kitchen and bath cabinetry, hand-painted/styled showpiece reproductions and original, copyrighted furniture designs. The Habersham line features a full line of fine, unique furniture designs in numerous hand-styled finish options. The company’s expansion into kitchen and bath cabinetry and other custom cabinetry options in recent years allows consumers to choose from residential furniture designs, unlimited finish options and styles, and cabinetry to create lovely looks that flow throughout the entire home. For more information, visit www.habershamhome.com, call 1.800.HABERSHAM or 706.886.1476.

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