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ENKEBOLL EXPANDS PRESENCE INTERNATIONALLY:
NEW PARTNERSHIP WITH UAE'S PERLA LICHI GALLERY ANNOUNCED

CARSON, CA (February 17, 2011) – Architectural woodcarvings leader Enkeboll announces that it is forming a sales and marketing partnership in the United Arab Emirates (UAE) with internationally renowned interior designer Perla Lichi and her Perla Lichi Gallery. This will mark Enkeboll's official entry into this part of the world.

Perla Lichi Gallery, a full service interior design company headquartered in Dubai, UAE, is located in a luxurious two-floor villa on one of the most prestigious thoroughfares on the road to the Burj Al Arab Hotel Dubai. Beginning in May, Enkeboll's magnificently carved solid wood elements will now be showcased alongside the exquisite custom classic detailing that has become the Perla Lichi hallmark around the world. The newer Perla Lichi Décor design showroom in Abu Dhabi that features the same fine products and services to the people of Abu Dhabi will also showcase Enkeboll elements.

"Expanding our presence in the UAE made sense for a variety of reasons," said Enkeboll President & CEO Roy Slavin. "The people have a keen appreciation for beauty and large-scale design and our intricately carved elements will dovetail nicely with the grand aesthetics that are so popular there. When we considered potential partners, Perla Lichi Gallery, with its American roots and UAE business ties, was the obvious choice for Enkeboll."

The award-winning designer's gallery is, in essence, a complete design center housed within a luxurious two-floor 5,000-square-foot villa. The Perla Lichi Gallery rooms were designed to serve as an inspiration for clients and to help them as they stroll through, to visualize how their own custom-designed home will look. An Enkeboll room, personally designed by Ms. Lichi, will feature an array of exquisite Enkeboll elements installed in a room vignette, facilitating the selection process.

Perla Lichi specializes in art history, color and space planning with a focus on classical detail and architectural elements. "We are thrilled to add Enkeboll elements to our line-up of resources. We know that our high-profile clients will love the richness and grandeur of their beautiful products. Their aesthetic and our clients' aesthetic are one and the same."

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ABOUT ENKEBOLL: Enkeboll has been crafting fine architectural woodcarvings since 1956. The company's products, inspired by great design traditions from around the world, are known for being exquisitely carved and richly detailed. Founder Raymond Enkeboll insists that only the finest North American hardwoods be used to produce the 1,000+ items available. Enkeboll Elements, which include corbels, moldings, arches, panels, mantels and onlays, are used by interior designers, kitchen and bath designers, architects, builders, and others in the woodcraft industry. For more information about Enkeboll, please visit www.enkeboll.com or call 800.745.5507.

ABOUT PERLA LICHI GALLERY, Inc: Perla Lichi Gallery, Inc. is a full service interior design company headquartered in Dubai, UAE. The sumptuous design showroom showcases the exquisite custom classic detailing that has become the Perla Lichi hallmark around the world. A new Perla Lichi Décor design showroom opened recently in Abu Dhabi to showcase the same fine products and services. Perla Lichi established a successful design practice in South Florida in 1990 where it has enjoyed phenomenal success that eventually called for worldwide expansion. For more information please visit www.perlalichi.com or call +971.4.394.2898 in Dubai or 954.726.0899 in the USA.

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