



Adrienne Morea - President, Atlas Homewares with Chuck Brewer-Owner, Diemasters Manufacturing, Rich Stearns-President, World Vision, Inc. and Dave Jackson-Principal, Evanston Investments at the LA Storehouse grand opening.

atlas
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FOR IMMEDIATE RELEASE

INDUSTRY NEWS

Atlas Homewares Raises Funds for STOREHOUSE CHARITY.

(Glendale, CA – June 18, 2004). Atlas Homewares, a leading provider of decorative hardware for the kitchen and bath market, recently raised more than \$20,000 in cash donations at a fundraiser they hosted for the new Los Angeles Storehouse of building materials. Adrienne Morea, Atlas Homewares owner and founder, sits on the advisory board for the Storehouse LA. The fundraising event took place at the Mt. Washington home of Morea and was attended by the leading kitchen and bath industry executives. The event was followed by a grand opening ribbon cutting ceremony at the LA Storehouse the following day also attended by leading industry executives (see photo).

The Storehouse provides pre-qualified non-profit community and church organizations with building and home improvement materials. The ever-growing charity, which recently honored Kohler Company with the Crystal Vision Award at KBIS in April, now has five satellite locations. Storehouse LA opened its doors in February of this year.

“We are not only busy procuring product from our industry friends to stock our LA warehouse,” Morea said, “we are also raising funds and awareness to expand our operation and make a difference at a grass roots level. Our list of members in need is growing on a daily basis, as the word spreads through the community about the diversity and quality of product that storehouse is distributing.”

Assisting in the event in spirit and fundraising efforts were fellow kitchen and bath industry executives Bob Atkins, President of Grohe America Inc., Russ Diamond, President of Snyder-Diamond Showroom, and David Gerali of Gerali Custom Design.



STOREHOUSE CHARITY continued

“The Storehouse is the perfect marriage of our industries products and a charity,” said Morea at the event. “There isn’t a manufacturer I know who doesn’t have overstocks, returns, and buybacks to deal with on a daily basis. The Storehouse helped me to clean out my warehouse and fulfill my philanthropic duty by distributing my leftovers to those in need. Not to mention the nifty tax deduction! I hosted the event to spread the word on all the advantages one gains from their donation to the Storehouse, both financially and spiritually. Everyone I know in our industry who is involved in donating agrees that this is ‘the’ charity for our industry to be involved in.”

All of the product distributed through the Storehouse Warehouses (Chicago, Dallas, Appalachia, New York, and Los Angeles) is supplied by retailers, manufacturers and distributors who donate their top-quality, overstock items to help people who are trying to build better lives for themselves. More than 300 companies and cooperatives have donated \$10 million in building materials to the Storehouse since its founding in 1995.

Atlas Homewares based in Glendale, California, designs and markets an inspiring collection of decorative hardware including knobs, pulls, bath and spa ensembles, house numbers and switch plates. The Atlas Homewares products can be found at kitchen and bath showrooms nationwide.

For more information on The Storehouse World Vision Charity please visit: www.worldvision.org or contact Atlas Homewares directly at 818-240-3500, www.atlashomewares.com.

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From left to right: Walter Clarke-Director of Housing, City of Los Angeles Housing Dept., Dick McClellin-VP, Satco, Inc., Russ Diamond-President, Snyder Diamond, Chuck Brewer-Owner, Diemasters Manufacturing, Adrienne Morea - President, Atlas Homewares Rich Stearns-President, World Vision, Inc., Dave Jackson-Principal, Evanston Investments Dan Branda- retired VP Sales & Marketing, Merck, Dave Gerali-President, Gerali Designs Steve Sharp--Executive VP, Marketing, Trojan Battery