

DeCoro to Begin Manufacturing Leather Sofas in Cambodia

NEW YORK and PHNOM PENH, Cambodia, Nov. 28, 2011 /PRNewswire/ --DeCoro, one of the most highly renowned brands in the leather furniture industry, has announced it is opening a new state-of-the-art manufacturing facility in Phnom Penh, Cambodia.

Headed up by Chief Executive Officer Luca Ricci, DeCoro Cambodia Co., Ltd. will again focus on producing the finest quality, popular-priced Italian-style furniture for global consumers. The new facility will employ approximately 1,000 workers and is now fully operational.

DeCoro is the first leather furniture factory ever in Cambodia. In addition to the jobs and general benefits it will create in the country's capital and beyond, the company is making a direct effort to improve the social welfare of Cambodian children by partnering with Amici dei Bambini Association or Ai.Bi. (<http://www.aibi-us.org/>), a non-governmental organization (NGO) registered in Italy and active in 25 countries including Cambodia. Ai.Bi. is dedicated to finding a family for every child who lives in an orphanage. DeCoro will donate U.S. \$.75 to Ai.Bi. in Cambodia for every product it produces.

DeCoro was initially launched in 1997 by Mr. Ricci with manufacturing facilities in Shenzhen, China. The company was the first international sofa company producing in China and was followed by many others.

"DeCoro is back, and as a real Italian company, we will use our knowledge and experience to produce the finest quality, superior designed products at the best possible price," said Luca Ricci, chief executive officer, DeCoro Cambodia Co., Ltd. "Moreover, we are very happy to be involved in supporting social and charitable activities in Cambodia that will help local children here to enjoy a better future."

For more information about DeCoro and its new product line, contact the company at infodecoro@decoro.com.

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