

For Immediate Release
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White Plains Linen Launches New High-Tech “Virtual” Design Center To Help Restauranters and Event Hosts Dress Their Perfect Table

Peekskill, New York – At White Plains Linen, picking a tablecloth, napkin, chair cover or sash has never been easier or more fun.

With the launching of the company’s “Linen Design Center” anyone can now sit at their computer and mix and match --- over 30,000 different combinations of linens with the simple click of a mouse. It’s all on the WPL website, www.whiteplainslinen.com.

“Now there’s never a need for anyone to try and imagine exactly what their event or dining establishment will look like by just using a few sample swatches,” said Matt Schlosberg, White Plains Linen’s vice president of business development. “By mixing and matching from our extensive collection we provide an accurate and fun way to help redesign the look and feel of your restaurant and/or event.”

Today table linens are becoming the focal point of an event, as consumers look for a more high-fashion style for party and event linens. “Our Design Center will give people the ability to bring their own personal sense of style to their event and offers better control in general,” said Schlosberg. “A customer can see how a raspberry napkin will look paired with an iridescent sun organza tablecloth, raspberry sash and solid champagne or striped chair cover. The possibilities are endless.”

WPL, one of the leading rental services in the New York metro area, announced starting July 20th, customers who access the company’s website can “let their fingers do the work.” By clicking on “the Design Center” photos one can mix and match thousands of different color and fabric combinations to create different variations of table linens, chair covers (with or without sashes) and napkins. It took a two-day photo-shoot where almost every specialty item in the company’s collection was photographed for the Design Center.

WPL customers that include catering halls, restaurants, hotels and party planners will also get “Design Center” CD’s to pop into their own computer or give to clients to take home. “We want anyone with a computer to embrace this fun experience,” said Schlosberg, who forecasts that the Design Center will create “more educated consumers.” “People will have more time to get acquainted with our inventory and by the time they order with us, they will already know what they want,” added Schlosberg. “Our site may even inspire some new party planners.”

The Design Center will feature all of WPL's inventory and linens supplied by Magnolias Linens LLC, a NYC high-end linen company. Back in May, 2006 WPL and Magnolias announced a strategic alliance to provide both leading linen rental companies with an expanded inventory of specialty items to offer their customers. Set-up as an exchange program, both current and new customers will have both companies' products available to them for rental. **The result of this partnership is the largest selection of specialty linen in the New York metropolitan area.**

"Selection is the key to providing our customers with the means to pull off the perfect event," says Bruce Botchman, President of White Plains Linen. "With our Linens à la Carte divisions already vast inventory of the finest in tablecloths, the addition of Magnolias Linens unique and beautiful cloths will insure that no matter what style or trend our customers are looking to attain, we will have them covered."

"We are very excited about the new alliance between Magnolias Linens and White Plains Linen that will allow both companies to give customers a wider selection of linens," said Asema Asghar, of Magnolias. "Customized linens are so hot today --- integral as flowers --- in the design of an event or theme. Together we look forward to working closely with clients to create decors that are completely unique."

A full list of available styles, colors and sizes can now be found on both www.whiteplainslinen.com and www.magnoliasgroup.com.

About White Plains Linens

White Plains Linen is metropolitan New York's leading supplier of fine linen rentals, including napkins, tablecloths, table skirting, chair covers/sashes, kitchen uniforms, entrance mats, sheets, pillowcases and bath towels in a full spectrum of colors, designs and patterns. Its Linens à la Carte division offers a full selection of high quality linen rental products for special events such as weddings, corporate parties, banquets and bar/bat mitzvahs. A family-owned business, White Plains Linen has been dressing the New York area's finest tables since 1938, including those in the New York metro area, eastern Pennsylvania, New Jersey, and Connecticut. For more information, log on to www.whiteplainslinen.com or call 1.800.825.4646.

About Magnolias Linens

Magnolias Linens is a two-year-old upscale linens and event decor company owned by Anjum Ahmed and her two daughters, Asema Asghar and Talaiya Mughal. Magnolias Linens creates, rents and sells custom-designed and in-stock table linens, napkins, chair covers, furniture, props, tent drapings, candelabras, votives, centerpieces and more.

Magnolias Linens offers a new trend in tabletop design with silk organza tablecloths covered with hand embroidery, sequins, pearls, peacock feathers, --- even Swarovski crystals.

The Magnolias Linens Upper East Side boutique in Manhattan, is also the only store in the city that both “sells” and “rents” custom-made linens in any size or color to match a customer's own "vision" or their china, furniture, wall paper or home décor. Magnolias Linens look more like beautiful saris or evening gowns, than table linens. Top designers like Dejuan Stroud, Preston Bailey and other party gurus are fans, as are private clients around the world that include celebrities and royalty.

The idea for Magnolias Linens was born when Asema Ahmed designed and created the fabrics for her own “Taj Mahal” themed wedding at the Plaza Hotel in the fall of 2003. Inspired by rave reviews from family and friends, the family trio started Magnolias. Their beautiful storefront boutique is located at 316 East 84th Street. Please visit www.magnoliasgroup.com and see just how special their linens are.