



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Giving Back to Our Veterans

A True Story of Patriotism

July 3, 2006 (Youngstown, OH.) – Very few things are as American as the fourth of July – especially at a time when our country’s patriotism is at an all time high. That’s why the Patriot Seating Company – a new office seating manufacturer and assembler – takes so much pride in being one of the few companies in the United States that exclusively hires and employs veterans of the United States Armed Forces.

The company started out in 2005 with the sole purpose of supporting America’s veterans. It was the brainchild of Ken Altiero, a local businessman whose brother was wounded in Vietnam over 40 years ago. Altiero saw first hand the challenges and obstacles our veterans faced both on and off the battlefield. The company’s business philosophy – provide superior mid priced ergonomic products, offer exceptional service, and help to support America’s Veterans – was Altiero’s way of giving back to the men and women who have dedicated their lives to defending our freedom.

“The sacrifices these men and women have made for our country is something we should all be thankful for,” says Altiero, “Especially at a time when we are all celebrating our Country’s Independence. I am very proud of the men and women who have helped make Patriot Seating such a big success over the past year.”

What started out as a way to give back to our veterans has actually turned into a competitive advantage for Altiero. U.S. Veterans are well known for their work ethic and have made a name for themselves in the workforce by being more productive and more accountable for the work they do. According to Altiero, it’s this type of character trait that has helped make the Patriot Seating Company so successful in such a short time.

“I’ve been in the seating business for over 25 years and have never seen this type of commitment and dedication from my employees,” Altiero said. “These guys arrive at work each day with a renewed vigor and pride that

would rival anyone. They raise the American flag each morning and they work as a unit all day long. Their work ethic can rival any around the world. They are truly America's Finest".

And Altiero doesn't stop at just hiring Veterans; he also offers them a transitional place to live if they need it. He rents a home across the street from the factory for veteran workers that are "temporary displaced" from their home and don't have anywhere else to go.

"There are over 200,000 homeless veterans in the United States," says Altiero, "that's about one-quarter of all of the homeless adults in the U.S. It's an honor to give these guys a place to call home."

Today, there are over 2.3 million disabled veterans in the U.S., and that number is growing every day as the war on terror continues. All of these Veterans had dreams about their future and face a lot of uncertainty in the years to come. Thanks to guys like Ken Altiero and Patriot Seating, a lot of those dreams will still have a chance to come true.

"These fallen heroes have dedicated their lives to defending our freedoms and making sure that future generations get to celebrate their Independence, says Altiero, "Giving them an opportunity to be part of a team again and utilize their skills is the least I can do."

Patriot Seating, located in Austintown, Ohio, combines ergonomics, comfort, support, and aesthetics in its design and development of office chairs. They use industry-leading technology to give their customers the tools they need to make decisions easier – its called ePholstery®. With a click of the mouse, customers can view a photo-realistic representation of what their product will look like. This technology actually let's you upholster and apply finishes to the entire Patriot Seating product offering. ePholstery bridges the gap between concept and reality, allowing customers to see it, select it, and buy it.

Patriot Seating plans to have an open house sometime around Labor Day where the whole community will be invited to visit the plant and celebrate its opening. If you would like further information on the Patriot Seating Company, please call 1-877-929-8387, or visit patriotseating.com.

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