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FOR IMMEDIATE RELEASE:

Paul Michael Company chooses The Market at River Ranch in Lafayette, LA for Next Location

Lake Village, AR - July 1, 2009 - For over a decade, the Paul Michael Company has been bringing savvy shoppers in the South the finest home decor at the lowest prices! The extensive merchandise selection and unbeatable prices make the Paul Michael Company a year-round shopping destination for locals, tourists, interior decorators and even small retailers. Established in 1994, the Paul Michael Company opened its doors in Paul's hometown of Lake Village, AR and has since opened two more locations in Monroe, LA, and Canton, TX. With this said, the Paul Michael Company is thrilled to announce the opening of their 4th location this fall in Lafayette, LA's Market at River Ranch.

"When trying to decide where to open a new store, I thought back to our roots with the Lafayette Junior League's Tinsel and Treasures show and the great welcome we always received from the people of Lafayette. Then, the perfect opportunity presented itself to open in River Ranch. We're all very excited to be opening our 4th location in this beautiful city." - Paul Michael, June 22, 2009

Given the current economic climate, the Paul Michael Company feels blessed to have the opportunity to be opening its 4th location in Lafayette. The company is much obliged to be creating between 25 and 30 new jobs and generating new tax revenue.

"It is with great pleasure that I welcome Paul Michael's Fine Home Decor to their new 25,000 square foot location, scheduled to open this fall next to River Ranch's Fresh Market Grocery. This successful company run by the Michael family already has large stores in Arkansas, Texas and Louisiana, and is expected to draw customers from miles away, as well as hire between 25-30 new employees here. Lafayette was chosen over two other cities, and is honored to have been chosen for their next location. We know that they will enjoy continued success here in our community." - Joey Durel, City Parish President Lafayette Consolidated Government, June 26, 2009

Exceptional savings on fine home decor is not only the Paul Michael Company's slogan, it also defines a set of standards that co-owners Paul and Debbie Michael have never taken lightly. To say that this opportunity has been a blessing to the masterminds behind this business would indeed be an understatement. Paul, a renaissance man, and Debbie, a visionary, the two have always been ahead of their time. The duo's keen sense of emerging trends, accomplished bargaining powers, and steadfast dedication sets this retail machine apart from the masses. The Paul Michael Company will flourish as the next home retail giant of the South for many years to come.